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56 PAGES

SHOWMEN'S BIGGEST FLOP

No Hot Times in the Ol' Town Sat. Nights These Hot New York Days

New York on a Saturday night is now probably the deadest place in the world. There's room for a basketball game in Times Square, but probably little of an audience could be found, while on the side streets getting practice may be expected at any time.

No other summer in Manhattan has seen such a lack of both motor and pedestrian traffic. The few people who have been downtown on Saturday evenings lately are openly amazed at finding the streets as bare and hotels, restaurants, bars, etc., so empty. Getting a seat at a theatre and parking are now easier than near home in the suburbs.

NRA, the five-day week, summer heat and an increasing tendency on the part of New Yorkers to go to the country or beach for the hot spell is contributing to the somnolence that's befallen the town this year. Sundays were always poor in the summer, but now Saturday is as bad and Friday night business away below the normal of other years.

Restaurants and cafes are closing down for the balance of the hot weather. This is notably true of the east side of town, where the streets are also canyons of silence on week ends.

Hotel roofs are a different matter, but at many of these there's no trouble at all getting a table on a Sat. eve. Then a large majority of the customers are visiting firemen and expect to find a hot time on Saturday night or are stuck in town on business matters, conventions and the like.

Taxicab companies are sending only a minority of their cabs out of garages to save operating expenses.

State-Lake Snags Chi \$1,000,000 Far Revue

Chicago, July 30. Annual \$1,000,000 Far Pavilion Revue goes into the State-Lake for week of Aug. 5. In the previous years the far industry's show has always gone into a D.A.K. loop snafu. State-Lake is looking a revue around the fashion parade with Charlie Nigemeyer producing.

Old Custom Out

Tulsa, July 30. It's unfair for funeral chairs to be used at weddings. NRA has turned thumbs down here on the old custom of permitting wedding hosts to borrow chairs from undertakers. Undertakers' organization met and agreed to bury the practice.

Death Masks

Chicago, July 30. Carnival men are obtaining death masks of John Dillinger for display at an admission price here despite the authorities' refusal of permission. The besting masks are being peddled here at prices ranging from \$20 to \$1,000. Latter to the top sum paid with this particular reproduction reported due for the Fair grounds this week.

RINGLING-B. & B. CIRCUS PLAYS UNDER GUARD

Fort Wayne, July 30. Only under the strictest health regulations is Ringling Brothers & Barnum & Bailey circus being permitted to play Indiana, following the outbreak of a typhoid epidemic which first hit the circus in Detroit last week, forcing 71 persons into hospitals.

Big tent show booked in here for Saturday (28) being granted an official permit at the last minute only after local health officials conferred with the state board of health. As it stands now, all refreshment stands are barred, including the ice cream, popcorn, light drinks and peanut concessions, for precautionary measures.

Also Dr. James W. Jackson, Indianapolis, has been assigned to stay with the circus throughout its entire Indiana schedule and enforce (Continued on page 47)

LITING BIDS

Orke Induce Action at Maryland Auctions

Baltimore, July 30. Auctioneers have modernized their methods of heralding stamp sales. Four-piece jass orks, mounted on trucks outside the properties to be disposed of, are fast replacing the traditional one-beat, nears, bell-ringing, who has been standard for hallyhooning auctions in Maryland since Colonial times.

Auctioneers hold that a shabby cumber of saxes and fiddles whacking out 'Annie Doesn't Live Here Any More' is more effective than the time-honored, dreary bell-tolling, since it lifts the prospective bidder's frame of mind and makes 'em more prone to bid the offers a few notches than the old mournful pealing of clappers.

CHI EXPO COSTS 'EM \$43,000,000

Concessions at Fair May Lose \$600 on \$1 as Attendance Fades — Snooty Attitude of Fair Officials

SCARES 'EM AWAY

Chicago, July 30. Chicago's Century of Progress Exposition is set to establish a record as the first and only American exposition to pay off its bonded debt. Fair amortized 60% of its bonds during the 1933 season and before the finish of the current hold-over edition the Fair will have paid off 100% to its bondholders.

This is a record established by a Fair operated by some of the top business men, society leaders and politicians of the midwest. Behind the actual operation of the Fair are such names as Rufus Dawes, Charles Dawes, Gen. Woods, W. R. Hearst and Lenox Lohr.

These men made the Fair itself a financial success. But its success at the expense of dozens of concessionaries who sank on the average of \$150,000 each in nationalistic villages, rides and amusement contraptions. The Fair as a show this year is a bust. As an exposition company organized for non-profit it is a cliche.

It's a \$43,000,000 egg as far as show business is concerned. The wisest showmen are those who went into the Fair last year and collected handsomely but who turned down all proposals to repeat a visit this summer. This includes such names as Ben Bernie, Frank Beebe and the owners of Palat Blue Ribbon casino. The most sorrowful are those concessionaries who were talked into it by a flock of college-bred Fair children.

Armed with charts and figures of last year's Fair the brain brigade of the Exposition promoted the concessionaires. With the figures on the take of the Streets of Paris and Belgian Village during last season the Fair promoters popped the new concessionaires into sinking \$100,000 and \$150,000 into each of some 15 other villages. And these receipts were backed up with figures of railroad and hotel reservations (Continued on page 55)

The Convincer

Broadway finally reached the ultimate of Coney Landism during the past week. Restaurant opened featuring ice cream and sandwiches.

Newspapers Credit Big Extra Runs On Dillinger to Mute Radio Policy

Commercial Actor

Busherts have the record 'Life Begins at 40'. Warner Bros. plans to do picture, 'Life Begins at 40', borrowed from 'Prof. Walter B. Pitkin's book. Paramount has a film with Shirley Temple, 'Life Begins at 4' in view. An actor in one of the out salary shows on Broadway puts it, 'Life begins at 40'.

Efficiency of and advantage to newspapers of the agreement between publishers and broadcasters was sharply demonstrated last week when the Dillinger story broke. It was the first major test of the working arrangement and the jump in newspaper circulation during the excitement showed what no radio opposition means. Radio contented itself to sketchy accounts of the Dillinger killing.

Not since the Lindbergh kidnapping did the presses run so heavily overtime on any occurrence in this country and only the Hitler stories jumped circulation comparably as much. Experts of the tabloid type appeared to benefit the most. Biggest jump in the east is credited to the N. Y. Daily News, which with presses running all day Monday (23) went \$60,000 over normal. The N. Y. Mirror reported an increase of 150,000 with other metropolitan dailies also materially advancing. Reports from other cities throughout the country were of similar nature.

First indications were that the average person preferred to read the Dillinger yarn as typed by star reporters but editors think otherwise. They stated that had radio covered the shooting of the number one bad man as it did other major (Continued on page 54)

SECULAR SPEC SHOW AS ROXY STAGE UNIT

'Romance of the People' huge spectacle embracing the history of the Jews, which last year played to more than 500,000 patrons in New York, as sponsored by the N. Y. Daily News in New York's largest armory, comes to the Roxy theatre Sept. 6 for two weeks. Deal was made by Howard S. Cullman, receiver for the Roxy, through Fanchon & Marco, producers for the theatre, and parties representing the spectacle. Mammoth seating for spec was erected at the Polo Grounds but heavy rains forced it indoors. Spec was previously shown at Soldiers Field, Chicago (outdoors).

Performance of the spectacle will be tied in with New York charities, as it was through the Daily News. Its stay at the Roxy will coincide with the high Jewish holidays. This will be the first time that any Broadway film house has booked a spectacle of such proportions.

Talk off and on for many months has dwelt on the idea of one of the bigger Broadway film houses going in largely or wholly for spectacles, as the old Hippodrome.

Roxy booking will be on a percentage arrangement in addition to some guarantee. Percentage of the receipts will go to certain charity groups.

Film during the showing of 'Romance of the People' depends on a picture that will coincide with the motif of the spectacle.

NVA San's Own Show

For the first time in quite a while patients at the NVA Sanatorium at Saranac Lake will put on their own show. Danny Murphy will show the production, which will be given at the San Aug. 15.

MARY PICKFORD AT 5G ALMOST SET FOR RADIO

Mary Pickford who is due back in New York today (Tuesday) from Chicago leaves closing any deals to broadcast. Understood a contract with Henry Ford has lately been very close to consummation.

Until quite recently Miss Pickford was uninterested in radio, but she is said to have reconsidered. General Motors is another would-be sponsor.

Asking price is \$5,000 weekly for the film star with a dramatic program offered.

PRESIDENTIAL ESCORTS

Both Webb and Mon West to Travel Back With F. D. R.

Washington, July 30. Presidential announcements for both chains quit the Capital last Thursday (28) for west coast to pick up F.D.R. and trail him back across the continent. Carlton Smith doing NBC trek and Bob Trout plus Clyde Hunt, engineer, representing CBS. Arrangements completed after much conferencing here will put CBS presidential man on NBC for first time when NBC uses other world's pick-up from Glacier National Park. NBC will handle Green Bay job in return.

CO-OP NETWORK UNDER DISCUSSION WOULD EMBRACE WGN, WLW, WOR, WXYZ

Chicago Tribune Station Active in Fostering Big Market Web on Basis Giving Stations Maximum Revenues and Relative Independence

Chicago, July 30.

With the air full of new chain rumors and attempts there is one network being organized out of Chicago that looks as if it has a chance of going through. This is the WGN co-operative network. The attempt of WGN to organize its own hook-up follows its split with both NBC and CBS and its rejection last week of proposals made by the Federal Broadcasting company that WGN join AIB.

Chicago Tribune station is working on a co-op chain using WOR as its basic hope. WGN and WOR have become particularly friendly in the past six months, the stations even exchanging free time for mutual plugging in the Midwest and eastern territories. (Both transmitters have been careful in retaining their complete independence and, therefore, see the co-op chain idea as the angle by which they can secure network strength and still remain independent.

There have been several programs this season which have wired on both WGN and WOR for retaining their complete independence and, therefore, see the co-op chain idea as the angle by which they can secure network strength and still remain independent.

After WGN and WOR for certain affiliation, comes WLW, which station has also been tied up with both WOR and WGN in three-station hookups. They have been active on several shows at the "Quality Group," with WLW likely to split away from NBC shortly. WGN is figuring on costing this 500,000-watt in on the deal which is now going on.

Having tied up on the Gordon Book Company's "The Danger" with WXYZ in Detroit, WGN has grown closer and closer to this indie transmitter and it appears that the WGN co-op outfit will certainly carry this Detroit outlet. And through WXYZ the new co-op outfit has as in on the entire Michigan network of some eight stations, only one or two of which are now tied up with any national web and which see all eager for that prestige of network affiliation. WGN is also understood to be dickering with John Shepard for the inclusion of the Yankee network in the co-operative chain.

Under the co-op system the stations associated in the enterprise will share the cost of the wire charges, setting up a regular period of use in order to secure full program-time privileges. Stations will have to guarantee no exclusive time to the network at all, though the station will naturally mean coin.

Top Coin Returns
But of particular interest to the co-op stations is that they will receive full value of their rate card, the co-op plan turning over the bulk of the coin received for the station's time to the station. Only actual operating expenses will be deducted. This is of particular interest to those national web affiliates which have been burning for a number of years about the high returns the web receives for selling the station time while the station itself draws maybe \$25 or \$50.

Chicago Tribune station officials are busy shaping angles on this set-up and it's expected that they will be ready with a full announcement of their co-operative network by Sept. 1. There have been several attempts in the past to organize regional co-operative networks but with little success, due to the fact that they covered minor markets which big advertisers have little use

for and with the line-charges eating up the profits for the small coin which advertisers would pay for those minor spots. The WGN plan is the first co-op angle to cover the big markets of the country.

WGN figures certain advantages for this co-operative network. In the first place it will permit advertisers to choose any or all stations without binding him to any minimum. It will cover the eastern territory which contains the major markets of the country and territory which many advertisers cover, advertisers who still lack national distribution for their products. WGN particularly points to the Gordon Book company as an example of an advertiser who has distribution through the air towns of the Midwest and east but who does not wish to cover the south and west and therefore needs only a network which hits his particular territory.

And finally WGN is counting on the division reputation of the stations in the new network. Most indie webs previously have been of such poor reputation that they were immediately designated as "liquor and laxative networks" and the ace sponsors refused to take a chance of injuring their standing by advertising on webs of such reputation.

WMT GERMAN BAND'S 80,000 TOURING MIKES

Waterloo, Ia., July 30.
WMT Little German Band associated with the radio station has completed its first year of touring. Estimates it has covered 50,000 miles within the states of Iowa, Minnesota, Wisconsin and Illinois. Has repeated regularly in 75 towns with as many as seven one-nighters a week and boasts of only three open nights since April 1.

POLITICIAN SUES WKY

Avon Station Contended His Campaign Address

Oklahoma City, July 30.
Charging political censorship of a campaign speech, Paul Stewart, state senator and candidate for congressional constituency, has filed in district court a suit for \$10,000.00 damages.

Stewart made WKY Radiophone Co., Milestone Express service and the Oklahoma Publishing Co. joint defendants.

Suit resulted from action of WKY authorities a week ago in requesting him to delete certain portions of a radio address scheduled for 9 p.m. When Stewart refused to make the changes, station officials allegedly gave him a refund on his contract for the 15-minute broadcast.

TERHUNE RECORDS

Albert Payson Terhune will give more of his doggie talks over the air, starting Sept. 7, when Spratt's brand of wood-work biscuits takes on an NBC blue network commitment. Sundays at 5-5:15 p.m. (usual 15-weeker placed by Paramount agency).

WIND's Man on Street

Chicago, July 30.
Daily "Inquiring Reporter" air column will be instituted on the Ralph Athos station in Gary, WIND. Conducted by Harry Plummer under the tag of "Man on the Street." Will hit every a.m. and with the sidewalk pointers invited to step up to the mike and express their thoughts on questions of public interest.

Mervyn Robertson, manager of the Canton studio of Station WJAB, Akron, will be married Aug. 7, to Akron's Pauline Emmons, daughter of Senator and Mrs. V. D. Emmons of that city.

Versatile

Myacine's Program to the name of the substitute over WOR, Newark, for Martha Deana. Lingrose is also an editor of Who's Who.

An idea of his (it's a he) versatility is gained from the fact that he is punch-biting for a fashion and cookery commentator.

NBC Didn't Get Okay to Tell World Dillinger Lay Dead in Chicago

Chicago, July 30.

NBC got into a bad jam with the Press-Radio bureau last week with an unauthorized announcement of the shooting of John Dillinger.

Norman Ross, Chi. NBC announcer, got excited when the Herald and Examiner sent in a news flash and he switched the news into a network stretching into the eastern seaboard. Press-Radio bureau has notified NBC that this is a violation and they are holding a meeting to decide what action to take, if any.

It so happens that both WGN and KTW hit the other with the Dillinger news immediately after the shooting but those two stations are in the clear due to the fact that they are both controlled by newspapers, the Chicago Tribune and the Herald and Examiner respectively.

PROGRESSIVE POLICY AT WNBC, RICHMOND

Richmond, Va., July 30.
Revitalizing of WNBC, full time Columbia outlet, is going ahead rapidly. Wm. Frederick Copeland from Yankee network, Boston, is as studio and commercial director. Immediate goal includes 30% increase in gross business, reformatting and modernization of present studios, boost in fan mail.

Other additions are Frank Letch from WAAB, John Harris, Harold Yarkin, Paul Edmunds from WICC, Bridgeport, to commercial and feature departments.

William Haines, station owner, has as competition to his 100-watt WRVA's 5,000 watts. Station on constant lookout for new Richmond talent, adding thirteen weekly.

Tacoma on Big Time

Tacoma, July 30.
First coast-to-coast radio broadcast ever originating from Tacoma went over KVI Sunday evening at 6:30 in celebration of the stepping up of the power of this CBS outlet from 500 to 1,000 watts granted by the FCC.

Ted Fio-Rito, appearing at Hamrick's Music Box theatre, put on the show with his band and artists in conjunction with dignitaries.

Ken Carney Leaves Triana

San Francisco, July 30.
Third NBC staffer to rate a transfer to the network studios on the RKO lot in Hollywood is Ken Carney, producer, who shifts worth this week, where Cecil Underwood, assistant production manager, and Merle MacKenzie, technician, have been moved within the past three months.

Carney's wife, Nell Burdison, at chief for Warner's show about, remains on the job here.

Soft Baseball Gets Nod

San Francisco, July 30.
Something new in radio, the broadcasting of soft baseball games, is being started on KQW, San Jose, by Ralph Brunton.

To make the broadcasts still more novel, Brunton has borrowed an announcer from NBC, Ben Phonix, to make the first descriptive

New York

Ford Bond, NBC announcer, threatens to break out as a radio singer on the "Mid-O" program with John W. McKay, an spokesman for National Television, claims a new television device that requires no lens.

Harley Harper, substituting for Elythe Meserand on WINS publicity while latter vacations.

Jimmy Burns and Marshall Reed as a team with strut over WINS.

Her press agent says Gertrude Berg never met her dependent announcer, Bill Hay, until a week ago in Chicago.

Burgess Meredith, slated to be Red Davis when Deechman resumes in fall, is out of Broadway stage show, "The Loves Me Not."

Pauline Frederick writing a mother's heart in a scene from "The Lullaby" done for Ward's Family Theatre.

Did the Wall Street brokers have their ears close to the loudspeakers when Joe Kennedy, Securities supervisor, made his first radio talk?

Bill Schmitt inquired to the vicars of summers at WJIT, Charlotte, N. C., opined that the prevailing Manhattan temperatures are nice and cool.

Burgess Carier filling in for Alexander Mike Porter as radio columnist on the N. Y. Journal.

Cal Stanton Davis, N.Y. v.p., sailed recently for Europe.

William Audis guest tenor with Harry Meyer's orchestra at the Chasen hotel, Asenale Parks.

Francis Mack, supervisor of music in New York City schools, at bartending on a series of summer, supper-hour programs over WJIT.

Andrew Kelly recently has made several switches in the stage-fostered role for his "Horse Sense Philosophy" over WJIT. For some time one "Danny," reported to be a fellow townsmen in Marcy, Adirondack N. Y., play the role. When Kelly returned to WJIT in spring he had a young woman as well as a young man in support. Later a voice which sounded like that of Gene O'Hare did the feeding and more recently Billy Rose, long announcer of program, appears to be filling role.

Bill Glass, whose play-by-play account of a recent night game between the Syracuse and Albany Intercollegiate League clubs at Bay View Stadium on Albany-Free Road in first broadcast thereabouts of a professional baseball contest, won favorable comment, formerly announced in the Evening Post and Mirror. He is announcer at the Stadium and is also a composer on an Albany daily.

Leo W. O'Brien, political writer of the Albany Times Union substituted for James T. Healey, the paper's announcer, on daily broadcasts over WJIT, during the "Colquhoun's absence."

"Ma Fraser's Boarding House," WJIT sketch scripted and acted, in one of principal roles by Marjorie McMillen, featured for summer first week, with Miss McMillen saying "as evoke" to listeners.

Frances was on heavy schedule, playing theatre dates at Brattleboro, Vt., and Clermont, N. H., between field mike appearances.

Ed Cronin, production manager at WOR, pianist for violinist Eddy Brown's series on Sunday.

Goodman and Jane Ace in New York for couple of days after which they will leave for Kansas City, heat, left for month at Maratona.

Red Arkell philosophizing along with organ music from Lew White studios over WOR Sundays at 11:30 a.m.

Belittina Hall and John Browster teamed to do sketch, "Italics," over WOR.

Steel barrel manufacturers' program rolled Clifford Sage out of his sustaining niche at WOR.

Berry Charles calls WJIN reports 1,407 telephone calls for Major Woods' amateur hour during which public is urged to express its preferences for contest, heavy schedule.

Phyllis Flynn, WJIN telephone operator, dizzy handling those messages.

Louie Telly and White sponsored by Parmelee Travels over WJAB.

New England

Big Betty Miller doing a twice-weekly commercial on WJIB and New England net for Ivory Soap Co. Inc.

Bob O'Leary was the winner of the Boston ambitions for CBS-Campbell.

Edward Tibbitts, announced for the Valley in New York.

WJAB, Providence, trying to get the FCC to increase their power.

Scholarship Trust playing at WJIN-WJAB, where they did their first broadcasting ten years ago.

Jack Shannon of the Greenleafs in New York looking the radio situation.

Bob Williams, WJIB's broadcaster, did a week interview with the gubernatorial per excellence, One-Eyed Country.

Bob Denham, Yankee Network

Radio Chatter

p.a. taught himself a little ear and has taught his family out to his home in the Midwest. First time that's been home in years.

WCAX, Burlington, Vt., has shifted its evening broadcast time from 6 to 8 to 8 to 9 o'clock. Station will also operate for special events on Friday nights until 10 o'clock.

Harley Metcalf is the announcer for the Perkins program over WJCV, Waterbury, Vt.

Several dance halls in southern Quebec are now advertising over WJLM, Abasco, Vt.

Donald Glynn, WCAX, Burlington, Vt., tenor, gets try-out as soloist with McKenney's orchestra.

WJIB, N. C., Abasco, is now the Vermont outlet for Radio News Service of America.

Joseph Lopez, station supervisor and "Memory Song Man" at WJCC, Bridgeport, vacationing. Replaced on commercial by Announcer Jimmy Milne.

Gladya Swarthout top radio name booked for 1934-1935 recital season of Bridgeport Musical Research club.

New Haven WJCC studio atira, with Carlton Weidenhammer, announced Little Jimmy on stage of Port College this week. Troupe includes Adeline Mansi, Yankee Trio, Bill George, Five Rhythmites and Ceyril Kelly.

WJCC, N. C., Abasco, is now the Vermont outlet for Radio News Service of America.

John Marvin coming next week to Pulla, Bridgeport.

Dot Taylor off WJCC "Merry Go Round" commercial. Bridgeport. Russ LeBlond, Larry La Pave and Lou Weiss now manning apt.

WJCC news service accepting press with news that Bridgeport Herald all-Connecticut Sunday sheet, may go daily in its home city in the fall.

Missouri

John Bobo, formerly with Holdwin Piano, has joined the KMOX sales force.

Leah Little, summering in, at all places, Tulsa.

Doris Blumate, KMOX warbles, copied the winning spot for the St. Louis area in the "Hollywood" contest.

Art Graham now on the Natividad Face Powder show.

Illinois

Ed Voynon, dancing around the country again.

Cecil White, switched in the new radio man at the Kaskas agency.

Holland Single office shifted over the WJIB studios.

Bill Allen now with the Bill Ham-brown station near and.

Bob Ham-brown recovered from an attack of laryngitis.

Frederick Bradley moving his Sunday show from WJIB to WJAB in order to get full time.

Maryland

Nancy Turner, vacationing, also Bert Hammer and better half (Nora Turner), but no one seems to know where.

Cat Napper of WFHM, Baltimore, has slipped a rock on a golfing finger and will amble toward an attic in the fall.

Edward Kennard's Chevrolet was swiped on a day later by copper, but machine was badly mauled.

New sustainer over WFHM embraced talents of Miss Baker, piano, and Michael Weiner, concert singer.

Ross Kennedy's ark replaces Cotton Pickers' crew at Forest Gardens.

With almost entire staff of WFHM at beaches broadcasting the wild waves over week-end, Joe Imbroglio was found holding down seven official offices over the three-day span.

North Carolina

Louise Denbeck, hostess at WJIT, Charlotte, N. C., was married July 14 to Claude F. Norman. A program of spiritual music was rendered in advance of the ceremony.

Lee Everett, program director for WJIT, and Marie Davenport, organist, also with WJIT.

Wm. Schmitt, manager of WJIT, Charlotte, N. C., spending two weeks in New York City and on Long Island.

Robert Henderson, chief engineer for WJIT, Charlotte, N. C., left July 21 for a vacation trip to Minneapolis, Chicago and Cincinnati.

Humoral coincidence at the Ford garage, broadcast by WJIT, Charlotte, N. C., of name of orchestra leader, John Ward, name of remote control man, John Ward.

Smithly had to number them to distinguish between them.

Fred Kirby, the Bill Billy Cavender of WJIT, Charlotte, N. C., celebrated his 34th birthday on July 19 with a special program of songs.

(Continued on page 31)

SPONSORS MUST RE GENTS

Uncle Sam's Mass Meeting Sept. 20

Washington, July 30. All broadcasters who are paying their contributions to their code authority have been invited to an open meeting to be held by the broadcasting code authority at Cincinnati September 20.

The program for the meeting has not yet been completed but that it will include matters of wide interest to the broadcasters is indicated by a statement in the authority's formal announcement that all those in good standing will be permitted to vote on questions on which an expression from the industry is desirable.

This date coincides with the NAB convention in Cincinnati.

NBC Engineers Arrested for Roughing Natives; Muff Stratosphere Flight

Des Moines, July 30. After being in exile three weeks while waiting with an NBC mobile unit to cover the ascent of the stratosphere balloon at Rapid City, S. D., three members of the transmission and receiving unit got themselves into a jam and received the news of the flight in jail.

The three men are George Milne, of New York City, who was being held in default of \$2,000 bonds; C. L. Runyon, engineer, who needed a \$3,000 guarantee, and E. C. Wilbur, who was arrested, but later released without bond, it being alleged that Wilbur did not take any part in the offense, remaining with the mobile unit.

The pinch was made on complaint of four local kids, who charged that NBC's mobile unit had forced their automobile into a ditch. Four charges of assault with intent to inflict bodily injury and four charges of assault and battery. Runyon was also charged with pointing a gun and with careless driving. Both pleaded not guilty to all charges, explaining that the coupe the boys were driving was interfering with the operation of the unit while they were on route to make tests of the equipment at Camp Dodge.

Damage Suits

Saturday Milne and Runyon were served with notice of two damage suits for \$10,000 each, the papers also naming as co-defendants NBC and the National Geographic Society, under whose auspices the ascent was being made. At the time notices were served Milne and Runyon were under orders to proceed immediately to Omaha, so they were released under \$1,500 bonds each.

Whether or not the NBC trouble was responsible, KSO, the local station here, sequestered NBC as co-defendant of the balloon flight. Station is now operating on 1,350 kilocycles. It leased a Pontiac Telegraph wire from Lexington, Neb., and gave detailed coverage from 3:30 in the afternoon throughout the evening. At Trigen, KSO announcer, handled all of the broadcasts.

Sarnoff in Paris

Paris, July 31. Following an international radio conference at the Hotel Chateau d'Ardenne in Belgium, David Sarnoff, Radio Corporation president, is in Paris with a retinue, including Otto S. Schaefer, Robert D. O'Callaghan, H. J. Barton and Fred P. Culbert. All are stopping at the Ritz, where, however, they are rarely to be found. Thomas W. Lamont, of J. P. Morgan & Co., is at the Ritz at the same time.

Clark Minor, European representative of General Electric, also attended the Belgian conference, and returned to his Paris home at the same time the Sarnoff party hit town.

Miss 1930 Rediscovered

San Francisco, July 30. Betty Kelly, who starred in the first Cantini show on NBC here in 1930, won the local CBS contest on the "Dick Powell" Hollywood Film Show.

Will meet contestants from Hollywood, Fresno and Stockton this week.

NBC Lands Ins. Acct.

Philadelphia, July 30. Provident Mutual Insurance will air over NBC according to present dope. Constant-to-constant program entitled "The Story Behind the Claim" is due to start in October.

Rumored CBS and the underwriters didn't get along well. Account was originally penciled in for Columbia.

Vienna (as of July 19) Had Idea to Get Radio Fans Into Theatres

Vienna, July 19. Negotiations are under way for special encouragement to get radio subscribers to patronize theatres. The \$36,000 Austrian radio subscribers under the proposal would receive option of 50% reduction for ten shows for themselves and companion, or up to four members of subscriber's family.

For subscribers outside Vienna there would be special reduction cards to theatres which would include reduction on railway fares.

As further attraction two gratis theatre tickets would be supplied to every radio subscriber who made a minimum of ten visits to the theatres. It is hoped that with this generous scheme a minimum of 10,000 radio subscribers could be induced to patronize the badly-neglected theatres regularly.

Above news despatch is dated from Austria prior to the recent outbreak of civil war. Political tension and unrest may also have affected theatre attendance.

WGN NAMES G-B-S AS PACIFIC COAST REP

Chicago, July 30. Chicago Tribune company broke a long-standing precedent of having no outside company represent them in sales when the Tribune station, WGN, last week appointed the firm of Greig, Blair & Spight as station representatives.

G. B. & S. company, however, will represent WGN only on the Pacific slope. WGN retains its own representative, Ed Wood, in New York.

Steel-Barrel Minded

Chicago, July 30. Associated Manufacturers of Steel Barrels this week start a radio campaign to boost beer in welded containers.

Local outlet will be WGN. Show is a 15-minute musical disc. Will hit once weekly for 15 weeks as spotted through the Thomas H. Heep agency.

FOOT-SAVERS' 1 MINS.

Chicago, July 30. Foot-Savers shoes starts a one-minute radio disc announcement campaign this fall.

Deal is being made on a co-operative arrangement with the local dealers.

CAN'T INSULT OTHER BRANDS

Sen Kanev's Script Supervision Sets Up Some Broad Principles at NBC, Chicago—Keeping the Boys from Socking Each Other Main Concern

CRICKET

Chicago, July 30. After two months of operation the local NBC script supervision department as handled by Sen Kanev has set up some broad policies which are changing the type of copy on commercial plugs. The major result has been the elimination of all comparisons with similar product, all attacks on rival product either by direct or inferred reference.

Instead of saying, "don't use a toothpaste that blackens the teeth," the copy is changed to "our toothpaste whitens the teeth." Commercial copy to the negative is being pushed out of the window with NBC feeling that such copy only serves to bring about a sort of guerrilla warfare among the advertisers. NBC has had such an experience in the past when the advertisers started cross-firing and with each successive program getting more and more virulent in the attacks on rival products, and even started attacks on the rival programs.

Wishing to keep NBC advertisers one happy family the script supervisors are insisting that all copy eliminate all generalities in reference to products and that the plugs remain purely and simply boosting statements for the immediate advertiser. NBC is eliminating copy which states that "all other products are inferior." Replacing is copy which states "our product is the best."

Medicines That Make People Sick Not Okay At WBT, Charlotte, N.C.

Charlotte, N. C., July 30. WBT has inaugurated a system of checking up on patent remedies and formula products that buy the station's time. In order to be assured that products are all that the manufacturers or merchandiser claims and are harmless, samples are turned over to local physicians and chemists for individual analysis and an opinion before contracts are accepted.

In the case of a new product William A. Schudt, Jr., station manager, insists that WBT have a positive guarantee as to the product or that it be reasonably sure—as a protection to the station.

If there is any question about a product the contract is not accepted.

Billy Glason with NBC

NBC has signed Billy Glason, vaude monologist, for a radio building.

Glason has a new partner in Paula Smith, Hollywood girl, who will foil for him on the air.

WCAO Asks Tax Refund

Baltimore, July 30. WCAO has filed a petition before the National Board of Tax Appeals in Washington for a redetermination of a 1931 income tax claim of \$6,641.

Fiscus is charging that the Bureau of Internal Revenue wrongly disallowed a deduction sought for local expenses from the total taxable income of \$22,095 for the year.

Do Levys Get KYW?—Philly Puzzle; If So, Means CBS and NBC Stations Under One Roof and Management

Writers Eating

Chicago, July 30. With competition among programs for usable scripts getting more and more keen, the conditions for writers continue to improve.

Not only are prices on the rise but NBC is instituting a policy here for the "First Nighter" and "Grand Hotel" shows which will deliver payment to the writer on acceptance of the script instead of on broadcast.

NBC DROPS 13 GEN'L STRIKE WALK-OUTS

San Francisco, July 30. NBC, after the recent sympathetic strike of musicians, cut a healthy hole in its \$4,000 weekly musicians' payroll by refusing to re-hire two directors, Clyde Doerr and Charles Hart, and 11 musicians.

Cut eliminates most of the strings and woodwinds used on concert programs, and also means a break for Mickey Gillette, sax, who has been handed a baton for occasional directing along with his solo work.

Network is using three hours of records, not none on KGO. Dines are getting special treatment, including continuity, and are replacing many string ensemble and similar periods.

Musicians claim that such a move on NBC's part shows discrimination, which is taboo under the return-to-work order of the strike committee, while network counters with the statement that musicians were told when they walked out, "without any two weeks' notice, that the chain would re-hire whom it pleased."

Sharp and flat men were not shunned at other stations.

ENDLESS BOSS-LABOR GAB IRKS PORTLAND

Portland, Ore., July 30. While the strike situation has practically crippled all business and hurt radio considerably, every station in the burg has been besieged for time by numerous organizations. Everyone of them has plenty to say regarding the strike and all are quite willing to decorate the mahogany for the privilege.

Every night the ether is stirred by the oratory of civic leaders representing all shades from fascism to communism, and the public has begun to show signs of weariness. The "mens are heard over at least four stations at various hours each day."

WRHM Becomes WTCN

St. Paul, July 30. Call letters of WRHM, 1,800-watt recently purchased by the St. Paul Dispatch and Minneapolis Tribune, were changed Saturday (28) to WTCN. The letters TCN are initial letters of Twin Cities Newspapers, designating the general location of the station and its operation by its publisher owners.

No change has been made in WTCN's frequency, and it will continue its location at 1,255 kilocycles on the radio dial.

Philadelphia, July 30. Some doubt has been cast upon the probabilities of Philadelphia's most lush radio rumor of the past several weeks. That is the story that the Levy brothers of WCAU and CBS would gain operating control of KYW, the Westinghouse-NBC station due to move here in the fall from Chicago.

Oddity of the situation would consist in the housing of important stations, members of rival networks, under one roof, the WCAU building, and under one management, I. D. and Dr. Leon Levy.

While there remains a suspicious lack of clarity on the whole situation and no formal announcements have been forthcoming the evidence against Levy control seems to have multiplied in the last few days and the Levy take-over is now less widely credited than was true a fortnight ago.

WCAU building, housing seven studios, has ample space for KYW's incoming since at least two studios can be switched to the NBC station. Other alternatives can give KYW an entire unoccupied floor that was being held open for possible television experimentation.

Rumor has gained considerable ground during the past week owing to the fact that no attempts have been made to build new KYW studio space. Situation is that NBC contract with Westinghouse allows them complete charge of studio erection and program operation with the proviso that this privilege may be leased to responsible parties, as is the case with the present Hearst tie-up in Chicago. KYW's transmitter, being built by Westinghouse engineers now, is scheduled to be completed by the end of September. It is also reported that births of KYW manager and other executives are already decided by NBC, with Donald Withycomb handling this personnel job.

Levy's Statement

Statement by Levy concerning the KYW matter explains that NBC has been dickering with WCAU for the rental of studio facilities, but that no decision has been reached in New York. In this connection it is understood that NBC has researched the possibility of routing both stations' programming through the single WCAU master control, and also of converting of a small WCAU studio into KYW's separate control room.

Aside from the fact that a WCAU tie-in would be an economical move for NBC, another explanation of the WCAU connection is that Leon Levy's partner-brother, I. D. Levy, is loyal counsel for NBC's mother firm, the Radio Corporation of America.

In Philly, the local Westinghouse office pool-pools the possibility of Levy's control.

Lightning Strikes Engineer at WPEN

Philadelphia, July 30. Two days after WPEN put its new three-tower transmitter into operation on the newly authorized kilocycle wave, lightning struck the middle mast, sending the station off the air and severely injuring staff engineer Charlie McCracken, Wednesday (25).

Although in serious condition, McCracken took his post until help arrived at the suburban transmitter. He was rushed to the hospital and is reported slowly recovering. WPEN resumed broadcasting the following day.

WHEATENA'S 'BILLY' AGAIN

Effective Aug. 27 through McKees & Albright the "Billy" Batchelor script show resumes over 16 rad network NBC links.

Wheatena of Rahway, N. J., sponsors as before.

WHEELER AND WOOLLEY

On the "Milk in Hollywood"

WABC, New York
WAW guest-stared on last Thursday's (28) Borden's 45 Minutes in Hollywood. They did their clowning interview in a catch-at-catch-a-manner under straightening guidance of Ivan St. John, western editor of Photoplay, who was in turn tutored by Cal Vore, Photoplay's editor and the general confederer of this three-quarter hour commercial.

If nothing else Wheeler and Woolley did themselves and Radio Pictures some good with the plug tickered their currently releasing "Cockeyed Cavaliers." Incidentally, this unusual good will accord between the Borden Co., sponsors, and Hollywood is something for the film industry to crow over. Whether it's because of an idea of radio showmanship that the Hollywood hookup is good stuff for listener interest, or whatever the psychology, it should have more of a film-air show than on behalf of the bottled milk concern.

The program throughout is predicated on a Hollywood motif and plugs two or three film subjects. The half-hour tabloid dramatization of Radio's about-to-be-released "Chatter" was an excuse for a job of radio scripting, packing plenty of punch and heart-avalanche and sounding more like a Radio Pix-submission program than Borden's.

Similarly the takeoff on "The Love Me Not," with a crooner simulating the Bing Crosby vocal delivery style—and incidentally doing 20 witty ditties out of the picture, "Straight From the Shoulder" and "Love in Bloom"—was a swell plug for the forthcoming "The Love Me Not" by Lloyd's soon to be distributed "Cat's Paw" likewise got a plug via Mark Warshaw's excellent orchestral rendition of "I'm Just a Kid." Just like the "Cat's Paw" and Henry Stephenson "were patronized in the Par Sicker scene, Irene Dunne, et al., were warmly suggested in the "Chatter" tabloidization. "Sol Levy" alone was punnier, more approximating the sympathetic appeal of George Stone's celluloid original. Anyway, it was a swell building for the forthcoming "Lullaby."

As for Wheeler and Woolley, while their scripting sounded like one of those behind-the-scenes concoctions, it was not discreditable, and further saved by their own now seasoned deliveries which made what they said take on authority and stand up.

In general the Borden's ad plugs are funny and well-planned. The comedy spinners are the chief claim of the masculine letter-writer and her intelligent foiling for his communication, and kindred election do much to impress this 45 mins. show.

COMIC SCIENCE CHURCH

With "Comedy" Pines

WABC, New York

The commendation that this program inspires is not directed against Dr. Price (whoever he is) or his Comedy Science Church (whatever that means) but against Station WABC. For a metropolitan outlet struggling for recognition and prestige against strong competition from WOR, WMCA and WJLB to be selling its time to a 1937-style 3-questions-for-\$1 routine is beyond credence.

Comedy Science Church has contracted for two half-hours daily or a total of seven hours a week. That may seem pretty big to WABC as an omnibus all-around show, but it may be a higher price in reputation than any temporary summer gain in revenue.

Dr. Price puts it on thick. He is very explicit, very direct, strictly business, and extremely repulsive about putting that dollar bill in the envelope. He may happen to have a good voice that wears the ear. His copy would do that anyhow. It's all of one emphasis. Write me, immediately, offer application for limited time—special inducements—your money back if not satisfied—our work is even more wonderful than we say it is, etc.

JULES STERNBERG

Violinist

WABC, New York

Right dist. potentialities of this masterly program offering only finest classics is attested by volume of requests. Recently inaugurated, the series gained quick and satisfactory popularity with highly desirable type of listeners. Sternberg, fortified with years of training, ably guides the carefully balanced programs with thoughtfully chosen music. Rendition of Leopold Auer's arrangement of the Turkish March from the suite, "Ruin of Athens," of Beethoven, splendidly done.

Other numbers on same program, included "Serenade" by Enrico Toselli, "Cannonade," by d'Amboise, and the Johannes Joachim arrangement of "Johannes Brahms' Hungarian Dance Number Seven." Program has been regularly spotted for 8:45 p.m. each Friday.

LOMBARDO-LANO

With Larry Lombardo Orchestra, Pat

WABC, New York

COMMERCIAL

Plough, one of the up-and-at-'em patent medicine houses, has taken over the big league band, Guy Lombardo and his orchestra, and added to it a romantic-voiced vocalist, and is shooting 30 minutes of the plus ultra dance music to sell the public on its brand, St. Joseph's Aspirin.

It announced (still) as the world's largest selling 100 aspirin. That 10c price is pushed plenty—this doubtful chagrin of the two-bit brands, some of them also radio advertisers. One eddily on last Wednesday's (28) program was the dramatized bit advising a get with headache to take two tablets of aspirin and then take a shower.

This was directly counter to a widely accepted medical dictum, and with headache to take two tablets of aspirin and then take a shower. This was directly counter to a widely accepted medical dictum, and with headache to take two tablets of aspirin and then take a shower. This was directly counter to a widely accepted medical dictum, and with headache to take two tablets of aspirin and then take a shower.

In addition to Barnes spelling, which is confined to appropriate comment on the music, Lombardo talks and also acts as announcer. It would seem better to leave the gab to Barnes who handles it best, obviously having been put on the payroll as an expert at such a thing.

Central City Opera House

Walter Huston, Sam Sunderland,

COMMERCIAL

An annual job for the KOA staff is to broadcast a half hour from the stage of the 58th and 14th streets City Center, a hot 45 miles up in the hills from Denver, and this year the program topped them all.

Walter Camp, program director of KOA, but the program, which went over KBC.

Although built to boost the play festival at the Central City Opera House, the program was sustained. The Central organization is non-profit, and either couldn't or wouldn't spend any money for radio, but co-operated fully in the broadcast.

Vance Graham was the narrator, and has a voice perfectly suited to this type of work. Well motivated to the program, he made the program understandable and interesting. Campbell had the scenic full in the broadcast, and dramatized the visits of Horace Greely and President U. S. Grant to Central City. Murder of one man by another, also described.

Half a dozen from KOA carried the parts, which had been rehearsed previously. The program product left nothing to be desired.

Walter Huston, Sam Sunderland and Kenneth MacKenna gave bits from "Othello" and "The Merchant of Venice" and what the appetite for more. They gave their parts with the enthusiasm that showed up later on the stage.

JACK MALERICH'S ORCHESTRA

With Betty Crocker, Triple Threat

WABC, New York

COMMERCIAL

This General Mills effort, radical

from its morning broadcast, gave the housewives good music for 45 minutes, on Mondays, Tuesdays and Thursdays of every week. On Wednesday, it was 15 minutes and stays with the listeners till 10.

New idea's inaugural (28) was overburdened with the Betty Crocker and the Betty Crocker now presents. "B. C. will tell you how to make the world's best cake." B. C. is pleased to mail you, etc. Betty Crocker's name is placed so herself confined her spelling to the Thursday morning program, but the sponsor should hurriedly side-track this hokey, as Betty is no novelty to radio fans, and her mink manner can, like molasses, get in your hair.

Listeners go for the good tunes as dishied up by Jack Malerich and his 11-piece orchestra, but they are promised 45 minutes of good music and they're given two much gab mixed in.

Triple Threat Group is a male trio, a soprano, and a pianist-organist, and their stuff falls highly welcome on ears.

With some juggling of the present material—and especially toning down the chatter—General Mills should have no good a program as to monopolize a lot of the housewives' attention.

WASHBOARD SERENADES (4)

With Betty Crocker, Triple Threat

WABC, New York

Washboard Serenades are four ducky young men who Wankande and kazo, mandolin and washboard in a 12 dirty mannered sort of Harlem edition of the old Mount City Blues blowers. And they're good.

The did two ditties on the Fleischmann Yeast variety show and gave out beaucoup hotcha jazzlike. They sound okay for stage purposes.

GOD GOLF PARIS PROGRAM

With Lucienne Boyer, Hachem

WABC, New York

COMMERCIAL

As these European programs continue two things become obvious.

First, either the NBC engineers have definitely licked the verities of short wave broadcasting—or God Gulf is amazingly lucky. Second, that European radio showmanship is just nowhere near the standard set on this side.

First of the programs, from London, was rated fair. Second, from Berlin, was pretty terrible. Third, from Paris, was one of the best because of the novelty attaching to its coming 4,000 miles across the ocean. That's from straight showmanship or entertainment standpoint, but the novelty attaching to it was amazingly good and clear of interference, with this Paris broadcast, via Radio Colonie, Paris.

It's in the planning and layout of programs from European stations that something seems to go wrong. This one, from Paris, was no exception. Paris, one out of the Mistinguette 1925 Casino de Paris show, as played by the Radio Colonie orchestra, in other words, played by the French announcer, (very ordinary) station ensemble.

Hachem Khaz, an unknown male singer, sang a dull French number that was not a French number, but the kind of song dependent on meaning of its lyrics rather than music.

Then the Albert Huard orchestra, which was not a French orchestra, sang a French number, but the kind of song dependent on meaning of its lyrics rather than music. Then the Albert Huard orchestra, which was not a French orchestra, sang a French number, but the kind of song dependent on meaning of its lyrics rather than music.

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YOM POWERS

With Lucienne Boyer, Hachem

WABC, New York

COMMERCIAL

Any type of program on the air, is now highlighting two less trouper.

Tom Powers and Lucienne Boyer, but again, a variety of them. Each week (Sunday night) a different kind of playlet is used running the gamut of comedy, story, tragedy and melodrama, and calling for a range of vocalities and characterization on the part of the leads.

The good actors and good acting could and should be popular on the air has long been claimed. Yet comparatively little acting as such has emerged on the kilocycles. General idea of life has been to hire some dramatic actress, allot her six minutes on a musical and stunt program, and tell her to get in as much as she can. In other words, what radio wanted, paid for, and therefore got in a good many instances, was a last ditch effort.

Tom Powers-Lucienne Boyer, however, are capable of carrying a policy of assorted all-styles acting. And with that something of the possible appeal of a dramatic playlet, they are capable of carrying a policy of assorted all-styles acting. And with that something of the possible appeal of a dramatic playlet, they are capable of carrying a policy of assorted all-styles acting.

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YOM POWERS

With Lucienne Boyer, Hachem

WABC, New York

COMMERCIAL

Any type of program on the air, is now highlighting two less trouper.

Tom Powers and Lucienne Boyer, but again, a variety of them. Each week (Sunday night) a different kind of playlet is used running the gamut of comedy, story, tragedy and melodrama, and calling for a range of vocalities and characterization on the part of the leads.

The good actors and good acting could

Radio Chatter

(Continued from page 30)

his own compositions over the station. This was the third successive year that Fred observed his birthday with a special broadcast from WBT.

Ron Jenkins, program director for WSOX, Charlotte, N. C., returned from a vacation at Miami, Fla., with a dark mahogany tan, a good rest, and lots of new ideas collected from a tour of Florida stations.

Margaret Chesick, who sings three times weekly over WBT on the "Rosewood Ivory" show sponsored by the Southern Public Utilities Company, won the local Columbia contest selecting new radio talent and someone to play opposite Dick Powell in "Hollywood Hotel."

Dark-K-Knights, blackface act sponsored on WBT by manufacturers of three patent remedies, set up their studio in the window of a local drug store, made several personal appearances there, and will later originate one of their programs from the store and place it on the air with WBT's remote control facilities.

Pennsylvania

Dorothy Botay, 18-year-old Meriontown, W. Va., girl, who came to Pittsburgh a few days before, in search of work, walked off with first place here in Dick Powell's auditions for that CBS contract. Only professional experience was a couple of warbling acrobats over a West Virginia station.

Arthur Doran hooked into the Adelphi, Philly.

Warwick Sisters and Pete Woolery due for a date in Long Beach. Larry Tate, ex-WCAU warbler, now crooning at WOR as Larry Taylor.

Franklyn Lamb upped from Gimbel store advertising to WIP, Philadelphia general manager.

George Dallen feeding with Jack Harris over WCAU house orchestra music plugs.

Jerry Blanchard in town for a conference with Arthur Radula last Wednesday night.

Manny La Porte bringing his other show, "Piano Meditations," to the Anchorage, Philadelphia, next week.

Florence Hallman, runner-up in Campbell soup contest signed by the WCAU artist bureau.

Pennac Hoof readying for Jan Savitt's opening this week-end. Unit returns to WCAU house work on Labor Day with year's contract.

Violetta Wechter, of WGAL, Lancaster staff, back after shore vacation.

Ruth Aulenbach, WFEL office rec., sporting important chunk of ice presented by Robert Potts of NBC technical staff, Radio City, suggesting another radio merger.

Dommel Family, WGAL Lancaster standbys, is winding up its fourth year on the air sustaining. Father, mother and two grown daughters present a weekly program of old ballads and hymns against the soft background of the reed organ.

Iowa

KRO has signed Iddell Harper to act as m.c. for both the studio and staff orchestra. Former m.c. for Public in Detroit, and a director of the Club Ballyhoo orchestra in Hollywood, he is under a six months' contract in the Des Moines station.

Poster Brooks quits the Brass and Pierson combo at KRO, Des Moines, by going to WHAR, Louisville.

Charlie Flagler, former KRO sunshine boy, came back for the studio's dedicatory week from a vacation in Indiana. Resumes at the station August 24.

Minnesota

Neil Reuter, formerly of WDJY and lately of KSTP, has returned to WDJY as program director. Also shares announcing duties with Ted Krey, studio manager.

George Putnam, with no previous radio experience, has been added to the WDJY announcing staff. He's a student at St. Thomas college, St. Paul.

Raymond Smith, WDJY engineer, is on duty with militia in Minnesota. He is the present martial law enforcement. Ray's a sarge.

Brooks Henderson, originally in radio with Program Service, then with WRHM, and for the past two years announcing over WERC (Duluth-Superior), is now enunciating his Is and Qs for KSTP fans.

KSTP's Search for Talent stunt has now developed into a "search for cover" for the station execs. So much talent has swamped the studio that they now have names enough for five decks solid, plus a ground-saved waiting list. Program goes on for a full hour every Tuesday night

Going into its third week tonight (31), stunt has already unearthed three likely prospects.

KSTP is putting on two 15-minute programs a week for which Twin Cities (St. Paul) Minneapolis advertising execs are asked to select the music. Execs are invited to attend the programs in person, and their names are announced on the air, so the programs are excellent to the studio both for closer contact with the lineage boys and as a sop to the latter's vanity.

Tennessee

WSM Salutes Paducah, Bowling-Green and Hicksville, Ky., with popular programs which include news from these thriving Kentucky

cities. This series of good-will programs dedicated to various cities throughout the South has become one of the most popular features of WSM. The program will include music by Jimmie Gallagher's orchestra and old Kentucky ballad sung by John Lewis, baritone, and Claude Sharpe, tenor.

Ted Grizzard, long identified with station WLAC, Nashville, now with "The Pine" night club, as master of ceremonies.

The Apothecaries, WLAC's "Kings of Harmony" celebrate their third anniversary on the air, with an uninterrupted run of 156 weeks.

Francis Hill in new series of summertime broadcasts over WLAC, sponsored by the Tennessee Tire Company. Also includes Charles Rags and Mary Elizabeth Hicks, heard on Friday at 8:40 a.m.

Pacific Northwest

Among those vacationing at the Oregon and Washington beaches are Paul Hiltmeyer, manager of KWG and KRX, and the following staff members: Joe Hollock, Floyd Wetliand and Gene Duncan.

Art Kirkham and Margaret Allen of KOIN are setting the housewives all across every week-day morning with their "Air Shopping" program. They actually cover the waterfront and give all the latest info on bargains and where to get them.

Clarence Tolman, KJW tenor, is now the master of ceremonies at Kelly's restaurant in addition to his radio work. Under his guidance is a 10-piece rhumba band.

RADIO'S MOST BELOVED FAMILY

The Goldbergs

Bring the HOME to the Theatre

Presenting a Sketch Especially Written by

CERTRUDE (Molly) BERG

Creator of The Goldbergs

Cast Includes Molly, Jake, Rosalie, Sammy, Mrs. Gross and Mr. Kerrigan

Settings by JOHN WENGER

TO SATISFY THE POPULAR DEMAND EVIDENCED BY CAPACITY WEEK AT THE CHICAGO THEATRE (JULY 13), THE GOLDBERGS WERE RECALLED TO CHICAGO, PLAYING THE UPTOWN THEATRE (JULY 27), FOLLOWING A SMASHING WEEK AT THE MICHIGAN THEATRE IN DETROIT WEEK (JULY 20).



Week of August 3—METROPOLITAN, BOSTON

Week of August 10—STEEL PIER, ATLANTIC CITY

Personal Management

NBC ARTISTS SERVICE



wabe

columbia
broadcasting
system . . .

monday
thursday
friday
8:00 p.m. e.d.s.t.
coast-to-coast

Management
TED COLLINS

Radiotron Tubes, RCA Subsid, on Air

To Use NBC Stars on Cuffo Basis with Biographical Emphasis

Philadelphia, July 30. Radiotron tubes, RCA subsidiary, goes NBC in the early fall with a variety show along the lines of its present magazine advertising.

Sponsor plans to guest star leading radio entertainers of other commercial shows, freely plugging various other advertised products in return for the gratis services of respective artists. Program will retain a permanent interviewer for each guest, and dramatize highlights from the lives of every star. Tie-in results in the commercial aspect that the talents of those studio guests cannot be fully appreciated without Radiotron tubes in every act.

Prominent indications point to John D. Kennedy filling the interviewing job, with the permanent orchestra possibly helmed by Don Bestor. Tentative air time schedules the blue network on Fridays, 10 to 10:30 p.m.

Radiotron hopes to build the show into one of the other's elite series, using only the best air names in return for the publicity offered to having the stars vying for a spot on the show to be in broadcasting's "social swim." Lord and Thomas agency will prepare and build the series.

WHITTEN SUCCEEDS FOX ON WMCA SALES

Phillip F. Whitten goes from WINS to WMCA, New York, to succeed J. Leslie Fox, resigned, as sales director of the New York City station of the George Storer group. Prior to entering radio through CHS three years ago, Whitten was in the hosiery business.

EVELA CAROLINO

Laterine will go into the Hawaiian territory with a wamed series over KGHM, Honolulu. Conquest Alliance handling the placements for National Export Advertising. Script show called "Airmail Mystery" will be used.

JOHNNY HAMP

and His

WORLD FAMOUS ORCHESTRA

HEADLINING PALACE THEATRE CHICAGO (Week July 27)

EARNED STARDOM

- 5 Years Congress Hotel, Chicago
- 5 Seasons Baltimore Hotels
- 6 Months Coconut Grove, Los Angeles
- 6 Months Mark Hopkins Hotel, San Francisco
- 10 Weeks KK Kat Klub, London

NBC and CBS Chains

SPOT B'DCASTER AFTER LATIN FILM NAMES

William H. Voeller is bound for Hollywood in behalf of Conquest Alliance, spot broadcasting broker-age firm for foreign countries. On the Coast he will make arrangements for a series of spots with picture names.

Voeller seeks names that will command attention in South America.

TOLEDO LAWYER TO N. Y. FOR NEW CHAIN

Toledo, O., July 30. Hampton O. Wall, for 20 years a lawyer with a Toledo law firm, has been appointed general counsel for The American Broadcasting Co. He has moved to New York.

Besides the parent station, WMCA, New York, Storer has connections in Toledo, Windsor and Wheeling, W. Va., and is spreading.

Lucky's Screen Scripters

Hollywood, July 30. American Tobacco company has an option expiring Aug. 1 on the proposed dramatic radio programs of the Screen Writers and Screen Actors Guilds, which would have the former guild members writing the sketches and actor members of the guild enacting the parts. Would use them on Lucky Strike hour.

As yet there's nothing definite on the broadcasts, except a lot of opposition from the Motion Picture Theatre Owners of America which this week extended to the studios.

At least two of major studios, figuring as does the MPTOA that the broadcasts would hurt theatre business, are reported to be readying to forbid any of their contract writers or actors from participation in the proposed affairs.

ERNA JETTICK BACK ON AIR

Erna Jettick shows will be among the fall radio advertisers, but hasn't yet selected its program, which will commence Aug. 22. Gray advertising agency handles account for the manufacturers, Duon & McCarthy. slated for 31 NBC blue outlets coast-to-coast for Wednesday evenings at 10 o'clock.

Here and There

Robert Garland, Gene Buck, Kate Smith, Erno Rapee among those invited by CBS to act as judges in the Campbell soup talent hunt finale.

Captain Axel Wasserman, who for some time was heard regularly over WJLY, Schenectady, with talks on the army and on his travels, died in the U.S.A. hospital at Plattsburgh, N. Y. July 26 following an operation. He was 47, was a native of Sweden, and rose from the rank of private.

Vin Lindhe, long-time station pianist for WFAA, Dallas, has left for Sweden on a belated honeymoon journey. She is Mrs. Jacques Jones since last October.

New York Ad Agencies

(Executives in Charge of Radio Advertising Programs)
N. W. Ayer & Son, Inc.
800 Fifth Ave., N. Y. C.
Douglas Coulter.

Gatten, Barton, Durstine & Osborn, Inc.
253 Madison Ave., N. Y. C.
Arthur Pryor, Jr.
Herbert Sanford.

Gordon & Boules, Inc.
444 Madison Ave., N. Y. C.
M. H. Boules.

Blow Co., Inc.
521 Fifth Ave., N. Y. C.
Milton Blow.

Blackett-Banple-Hummert, Inc.
230 Park Ave., N. Y. C.
Frank Hummert.

Blackman Co.
133 E. 42d St., N. Y. C.
Carlo De Angelis.
Casit, Warwick & Casit, Inc.
330 Park Ave., N. Y. C.
J. H. McKee.

The Paul Cornell Co.
550 Fifth Ave., N. Y. C.
L. S. Calkin.

Samuel C. Great Co.
22 W. 44th St., N. Y. C.
Arthur Anderson.

Erwin, Wassy & Co., Inc.
420 Lexington Ave., N. Y. C.
Charles Cannon.

William Eddy & Co., Inc.
400 E. 42d St., N. Y. C.
William Eddy.

McFarland Byron.
Federal Adv. Agency
444 Madison Ave., N. Y. C.
Platner & Ellis
331 Madison Ave.

Lawrence Holcomb.
Gardner Advertising Co.
320 W. 42d St., N. Y. C.
B. Martin.

J. Sterling Gatchell
420 Lexington Ave., N. Y. C.
Gutham Co.

200 Park Ave., N. Y. C.
A. A. Kron
Lawrence G. Gumbinner
9 West 41st St., N. Y. C.
Paul Gumbinner.

Hann-Meager, Inc.
146 Fifth Ave.
Louis A. Witten.

Joseph Kats Co.
247 Park Ave., N. Y. C.
Benjamin Lerman.

Lambert & Fessley, Inc.
400 Madison Ave., N. Y. C.
Martin Horrell.

Lambert & Fessley, Inc.
11 E. 45th St., N. Y. C.
Mann Molitor.

Robert W. Orr.
Lord & Thomas
247 Park Ave., N. Y. C.
Montague Hickock.

McCann-Erickson, Inc.
205 Madison Ave., N. Y. C.
Dorothy Harlow.

Nowell-Emmett, Inc.
40 E. 34th St., N. Y. C.
Richard Strubridge.

Paris & Peart
370 Lexington Ave., N. Y. C.
M. J. Copan.

Pack Adv. Agency
271 Madison Ave., N. Y. C.
Arthur Rinsheimer.

Pedlar & Ryan, Inc.
350 Park Ave., N. Y. C.
David P. Crozier.

Edward Longstreth.
Frank Prossberg Co.
247 Park Ave., N. Y. C.
Fulton Dent.

Rothman & Ryan, Inc.
Chrysler Bldg., N. Y. C.
Myron F. Kirk.

F. B. Ryan, Jr.
J. Walter Thompson Co.
430 Lexington Ave., N. Y. C.
John U. Reber.

Robert Colwell.
Young & Rubicam
315 Madison Ave., N. Y. C.
Hubbell Robinson.

W. B. Strubler.
Arthur Godfrey, Washington air-
gummas, made debut as night club
m.c. and baton-waver last Wednes-
day (26). Godfrey is in Club Michel
for indefinite period on guarantee
and percentage.

Radio Reports

(Continued from page 33)

though her voice is, it came through the loudspeaker without any strain on the listener's ears.

Malone, a broad-beaked Irish tenor, did a medley of Emerald Isle ballads and humorous bits—of the type McCormack has included on his programs. H.C.C. announcer gave him a send-off and Malone himself farewelled with a little blarney; Mike man in New York spoke for him twice.

Phillips' All-Star orchestra played the accompaniments in fine style, and its instrumentalists did well in solo innings. Group produced a rich tone, topped off by a harp effect—very noticeable in the case of Dick Humber's unit. Harpist introduced with a mention of Jack Hylton's orchestra, as Harry Chapman himself, picked the long strings skillfully in "One Morning in May." Other soloists were: Arthur Young, pianist, offering his composition, the slow-tempoed "Island of Maying"; an arranger, a cellist and a violin duo. All proved capable, although it was not possible to catch clearly the names of several. Orchestra should have had a spot; it's a good one—seemingly a cross between a symphony and a pop band.

Program is an air of informality and of intimacy not usually associated with English ventures. It should have been particularly pleasing to singers of Irish extraction, but none of the water. Reception was remarkably clear.

Joca.

LOU LUBIN
Comic
6 Mins.
COMMERCIAL
WEAF, New York

Lou Lubin was herded (1) as making his radio debut, (2) a film comedian, and (3) incidentally, as a nephew of the late Sam Bernard. His cinematic antecedents are a bit vague; his ancestry unquestioned, but the debut part is not strictly so. For WOR last year had groomed Lubin and his sluttish style of comedy delivery in a program series which it hoped would develop the hamper station's prospect into important radio comedy.

WOR seemed to have a better chance at it than was disclosed on the Fleischmann Yeast program under James Wallington's announcement. Probably the same thing was true of Lubin's microphone shortcomings as was evidenced last Thursday, only more so on this program—a deficiency of material.

The halting, faltering style of comedy delivery is likewise by now no novelty. Lubin is a cross between Joe Penner and Roques Ates. His five minutes or so before the snipe was in opening-the-show category and as such passively adequate but not likely to induce fan mail demands for a return.

Lubin (or the Thompson agency) could have done themselves much more good with script fortification in almost every such instance. Still, perhaps the sponsors have the right idea despite what any trade paper standards or Times Square sophistication might capitulate to as to the contrary—It's ok for the sticks, in the argot of the agency, as was expressed last week to Jimmy Savo when he was enlisted for the Fleischmann Yeast show. The agency at that time frankly suggested that Savo consult Joe Miller because what may be familiar to a couple of acrobats around here is still new to the hinterland.

From that viewpoint that's all well and good; from Lubin's professional big front, on a truly big league commercial air show that etherized from coast to coast, that's not giving his big chance the fullest opportunities for registering. Abt.

IRENE BORDONI
Songs
15 Mins.
COMMERCIAL
WEAF, New York

Irene Bordoni, who has done local commercials heretofore, is back for a whirl on the I. J. Fox Fur program, which percolates over WEAF (local) at 10 p. m. Wednesday. That means that the second 15 minutes of the Philadelphia symphony is sacrificed by NBC's red outfit to accommodate the Manhattan sponsor.

Very little of Miss Bordoni on the

Best broadcast. Mostly the house orchestra, which is good, and pointing for a fashion show that I. J. Fox was throwing the next day with Bordoni, Luella Gear and Frances Williams to top the main-
quins. General invitation to the ladies was stressed by Hugh Conard, the announcer; Miss Bordoni personally, and another spokeswoman. With that build-up plus advertisements on New York dailies I. J. Fox must have been a bit of the next day.

Not a bad idea to have the French orchestra do a bit of singing, this does it well, with a nice note of intimacy and informality. As for her singing, that remains unique and distinctive. She's a good buy, I said.

COVERED WAGON DAYS

Drama
Half Hour
COMMERCIAL
KGW, Portland, Ore.

May 1931 the Gervais Furniture Co. decided to go on the air. Robert L. Redd of KGW prepared a half hour dramatic script of pioneer life in the northwest entitled "Covered Wagon Days." It was auditioned and sold. On Wednesday, July 18, the 1634 script went on the air.

The program, according to Stanford G. Grant, president of the Gervais company, is outstanding as a successful merchandising radio broadcast. It attributes the continued success of the firm to the program, and cited these figures as part of the proof. Since the drama went on the air, the out-of-town business has increased from only 9 per cent of the entire volume to more than 28 per cent, with a corresponding total increase in business.

A few weeks before starting "Covered Wagon Days" the company went on the air with a "Home Beautiful" program, and asked the listeners what kind of a program they wanted. The majority of answers favored a historical drama. Such has been "Covered Wagon Days"—an epic of Oregon pioneering.

Briefly, "Covered Wagon Days" is the story of the conquest of the unclaimed west of the 1850's. It is the simple legend of the trials which beset a little caravan of strong-willed pioneers who left home and friends behind them to open up a new empire. The caravan made its weary way over plains and hills following a trail that led straight to the heart of that most wilderness—the Oregon country. The 152 episodes have chronicled the pioneer's troubles, hardships, heartaches and joys.

Now one of the ten oldest radio dramas on the air, "Covered Wagon Days" will continue indefinitely. Two years ago a daughter was born to one of the families in the play. To find a suitable name, the listeners were solicited. More than 1,500 replies were submitted. More recently the settlement started up a weekly newspaper and sought a name. To this request more than 1,500 replies were mailed in to KGW.

Considerable credit must go to the writer, Robert L. Redd, who is now a producer with NBC in San Francisco, but still writes the scripts. While Redd was with KGW he also directed the program. Now the direction is done by Charles Gervais, who also takes a leading role, and the production is supervised by Archie Bradley, KGW program manager.

RICHARD STEEL
News Flashes
15 Mins. Daily
Sustaining
KXL, Portland, Ore.

KXL has started a newspaper of the air which is attracting a great deal of local and considerable outside attention. The station feels that it has made a discovery of a new broadcasting personality in Richard Steel.

Steel has a background of wide commercial, political, and newspaper experience—has written extensively for magazines. His entry into radio was quite accidental. A few years ago while advising in a political campaign he criticized the radio broadcasts. He was invited to try and see if he could improve it. As a result it was discovered that he had a fine broadcasting voice and the facility for making abstract ideas interesting.

ADELAID

HEADLINED LOEW'S STATE LAST WEEK AND HEADLINING THIS WEEK (JULY 27) ACADEMY, NEW YORK

BROADCASTING EVERY THURSDAY AND SUNDAY NIGHTS FROM 11:30 TO 12:30 OVER NBC NETWORKS DIRECT FROM THE COTTON CLUB, NEW YORK

ALSO MAKING SHORTS FOR WARNER BROS.

Personal Management EDGAR ALLEN, 1608 Broadway, Room 916

HEADLINERS ALL!



Duke
ELLINGTON

and His FAMOUS ORCHESTRA

"Creator of a new vogue in American dance music!"

Now making ballroom history in the south and middle west with his sensational rhythms—on screens everywhere "Murder at the Vanities"—and "Ivy" in Mae West

For
MOTOR
PICTURES

For
RECORDS
DISCS



"The most amazing personality in the world of music!"

CAB CALLOWAY

His
biggest
of 19-20-30!

and His
COTTON CLUB ORCHESTRA

Again setting box-office marks—all-time record in Akron last week—now high grosses in Chicago and Cleveland—Century in Baltimore next week!

For
BALL
ROOMS



Conducted by
LUCKY MILLINDER
Featuring
EDGAR HAYES

MILLS BLUE RHYTHM BAND

Featured week beginning August 3rd on stage
CAPITOL THEATRE, NEW YORK
Nightly at the famous **COTTON CLUB** in Harlem
Twice weekly on the **NBC network!**

For
THEATRES



Ina Ray
HUTTON
and her
MELODEARS

featuring the
FRAZEE SISTERS

"The greatest all-girl dance band in America!"

Variety "An all-new femme orchestra that spells potential box-office forward and backward—in all directions!"

"A sure-fire attraction should soon be a sure-fire map-up in any spot and before any audience!"



JOE VENUTI
and His ORCHESTRA

"Virtuoso of the blazing violin!"

His fiddle stirs your emotions—playing *Pagliacci* or *Tiger Rag* with equal ingenuity—now on tour with his all-star band of music masters!



For
RADIO

For
GATES

Irving Mills President

MILLS
ARTISTS inc.

799 SEVENTH AVE.
NEW YORK CITY

Circle 7-7182 Cable Jazz

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Outstanding Stunts:

STRIKE REPORTING
KSTP, ST. PAUL

FUTURE FARMERS
WGAL, LANCASTER, PA.

KSTP's War Truck

When Governor Floyd B. Olson a week ago threatened to declare martial law unless the conflicting factions got together, WSTP, busied itself working frantically night and day to get its new short-wave transmitter ready in a truck unit for street service in the Minneapolis truck drivers' strike.

When the Gov. said the word Thursday (26) noon and the thousands of boys moved into the Hill City, Stan Hubbard, KSTP's gen. mgr., was quick to get a permit from Brigadier General Allard A. Walsh, in charge of the troops, to run the station's broadcasting truck on the streets without martial escort or interference. Walsh's o. k. was forthcoming, and KSTP's was the distinction of being a truck unit in a truckers' strike going about the streets unimpeded, in the first instance of martial law ever declared in Minnesota's 76 years of statehood.

Earlier in the strike, KSTP had tried to get permission from Minneapolis police to travel the streets, but sanction was denied, so the truck parked itself in a loop garage and did its broadcasting from there, reporters running about the loop and to the truck with frequent bulletins on the current turmoil.

KSTP wheeled unit now goes about the streets, while announcers doing their stuff reporting on the changes taking place as the city begins to assume a grooved aspect.

Immediate effect of the Army's declaration has been that St. Paul show biz has profited by Minneapolis' ill wind, and local interest, too, are seeking to see high promises. Minneapolisians aren't risking any trouble or embarrassment by patronizing their own loop establishments. They prefer to cross the river and make whoopee in peace and security.

Public Picks Themes

Permitting farm boys and girls to arrange and present radio programs including everything from chicken culling demonstrations to pipe clubs is responsible for much rural diol twisting in Station WGAL's territory.

Always on the lookout for programs of positive appeal for rich agricultural section, WGAL has been to idea of having county's seven chapters of Future Farmers of America endorse their own ideas of what constitutes good entertainment for farm families.

The clubs liked the idea and organized 100 percent. Station dedicates their farm and home material more timely, and more adaptable to the local field than average run of prepared material and hence of greater audience appeal. Entertainment also has strong attention drawing powers.

Club rotates in offering weekly programs with each giving one regular meeting to preparations. Studio audience likes the period because boys bring their own props, and they may be anything from a bale of sample tobacco to be judged to a crate of live chickens in need of culling.

Club supervisors help Future Farmers prepare their programs and station staff offers suggestions, even to the proper care of a flock of hens in a radio studio.

They Get Killed

Stuntman Fred Cohn at WMCA seems to have a busy week, having to WMCA's policy of constant novelties and unusual programs on topical themes.

First there was Dillinger. He got killed. Then there was Dolfuss. He got killed. And the public wanted to know. To meet this hunger there was offered in the Dillinger case, a broadcast picked up by WMCA's ally, WOL, Washington, of an address by William Stanley, acting Attorney-General of the U. S. A., who commented on the end of public enemy No. 1. That was the evening following Dillinger's last theatre party. And it was very much table talk of the moment.

Nazi Viennese prank presented less direct opportunities but a rush order brought Mirko I. Dominis, a speaker of the Foreign Affairs Forum, who gave the public some expert lowdown. Some hours later WMCA added the comment of George H. Earle, ex-minister to Austria, who knew Dolfuss personally.

All of which comes under 'public service and convenience' and station showmanship.

If Illegal, Don't Listen!

Hearns lends its commercial Harry Herschfield program a journalistic advertising note with a preceding announcement that this program is not intended to be heard where the sale of liquor is prohibited by law. It is as silly a gesture as the newspaper and periodical ads which italicize the same warning—as if one would expect a reader (or a listener) to throw the periodical away, or stuff his ears for fear of being contaminated by the balldom of balldom.

Anyway, so far as Hearns 14th street (N. Y.) department store is concerned, utilizing the radio facilities of another great store, the Hearns' (N. Y. A. K. A.) station WOR, it somehow lends the topical Herschfield program a reflexed note of appeal. It's like peddling over the fence, and the introductory caution against a certain type of audience probably has a comical dual-in interest for many, even if it states where liquor ads are the.

Traffic Safety Stunt

In place of the usual safety campaign which has been the usual intended punch due to repetition talk in schools, churches and public meetings, local safety department is employing radio in its new

Chicago Ad Agencies

Radio Production Executives

Aubrey, Moore & Wallace, Inc.

410 North Michigan Ave.

J. H. North.

F. G. Abbott.

N. W. Ayer

164 W. Jackson Blvd.

Nason McQuire.

Batten, Burden, Curtin & O'Brien

221 N. La Salle St.

George May.

Blackett-Sample-Mummet

221 N. La Salle St.

Edward Alshire.

N. H. Peterson.

Dorson & Company

221 N. La Salle St.

H. Ray Henderson.

Erwin, Wessley & Co.

330 N. Michigan Ave.

William Weddell.

Fredericks & Mitchell, Inc.

360 N. Michigan Ave.

Karl Frederick.

Charles Daniel Frey

323 N. Michigan Ave.

Larry Triggs.

Gundlach Advertising Co.

400 N. Michigan Ave.

Irving Rosenbloom.

Hays McFarland

323 N. Michigan Ave.

Hays McFarland.

Henri Hurst & McDonald

320 N. Michigan Ave.

N. L. Pumphrey.

Kastor

380 N. Michigan Ave.

Read Wight.

Kirtland-Engel

440 N. Michigan Ave.

R. M. Kirtland.

Lord & Thomas

916 N. Michigan Ave.

Levin Goodkind.

Hudson, Fogarty, Jordan

367 N. Michigan Ave.

M. L. Walter.

McCann-Erickson

310 S. Michigan Ave.

Raymond Atwood.

MacJunkin

228 N. La Salle St.

Gordon East.

Headman, Louis & Brerby

360 N. Michigan Ave.

Helen Wing.

Rainko-Ellis-Youngren-Finn

320 N. Michigan Ave.

Russ Williams.

Roche, Williams & Connyng-

ham.

Strauss Bldg.

William Roche.

Reggers & Smith

300 N. Wacker Drive

Dorsett Opie.

Ruthrauff & Ryan

366 N. Michigan Ave.

Nate Caldwell.

Shank-Gable

8 S. Michigan Ave.

Ralph Goble.

J. Walter Thompson

410 N. Michigan Ave.

Dick Marvin.

George Allan.

U. S. Advertising

612 N. Michigan Ave.

Goodman.

Wade Adv. Agency

205 W. Washington St.

Walter Wade.

medium to get the ideas across.

Talks have been broadcast before in the drives, but new program is to get right out on the street and catch persons' comment from pedestrian and tourist.

Traffic Sergeant Paul Leusenberger with Medford Maxwell of WOWO is stationed at main intersection downtown on Saturday evenings starting at 6 o'clock, and works the fast-moving interviews when the stop and light change. All of this is then sent out by remote control.

The station has compiled a list of 50 questions which is used in the survey. Of course only one or two are asked at a time, but the array covers most all of the current phases of safe driving. Suggestions to better traffic conditions is one of the most important features sought after.

This program on for a limited period, also means a limited cross-roads on outskirts of city. Official badges, etc., assures traveler that something important is afoot, so they always stop. It is a sort of man on the street idea combined with a cross-section view of current conditions. The added description of the tourists, and the traffic rules adds to the atmospheric aura of the broadcast.

Similar stunt reported from Charlotte, N. C., some time ago.

That 12-Year-Old Mentality

With no advance publicity, Rev. Reinhold Henkleman was put on the air recently over WOLK with a fifteen-minute succession of inter-

national problems. At the close of his broadcast he received nearly a score of calls congratulating him and requesting a series of such talks.

Not only is the program being high-lighted as a result, but it has been expanded in scope to include a debate, every two weeks, between Rev. Henkleman and a member of the station staff on some current problem.

Appreciative response has been such as to convince the program boys that the radio audience isn't so dumb.

Sandwich Signal Service

Hanston, Pa.

Troverful full dinner pail here depends almost 100 per cent upon station WAZL and a unique and much appreciated service it renders. No matter how to work and a miner's wife packs her lunch until WAZL says so.

In other days the miner took his (Continued on page 38)

Socony's Symp

WIAM, Rochester, will originate a live program for Socony under a 12-week contract placed by Howard Meighan of the Stanley Gitchell agency.

WIAM, Strumberg-Carlson station, has long been noted for its musical standards and it is an orchestral program that Socony will control Monday - Wednesday - Friday.

WIAM will feed the mime show to WSYR, Syracuse.

Not Mentally Lazy

Portland, Ore., July 30.

Archie Frueby, KOW and KEX production manager and sound technician, intended to bring his lawn mower down to the studio for a 'My Kingdom Come' dramatic production, but forgot. How to create the sound of a lawnmower? Going home was too much like work, so Archie spent the afternoon experimenting with sound props.

When the time had come to go on the air, he had it. He took an egg beater and gyiled the gear wheel on the carpet, allowing the blades to revolve in the air. On the mounds of the blades he rested the top section of a tin humming top. Just what the doctor ordered.

Radio in Africa

Capetown, July 16.

Owners of radio receiving sets are incensed at the African Broadcasting Corporation. Latter organization has been broadcasting the names and addresses of set owners delinquent in paying the annual license fees.

Here and There

Jimmy Fiedler of the Russ Columbia program as news commentator and back on 'Hollywood on the Air.'

Lessee White and Pat Wilds, Lessee and Henry, of Station WSM, have returned to Nashville after spending a vacation in Dallas.

Tucker Cresson and Statesmen, Boston orch, is at Taylor's Casino, Lawrence, N. Y.

France Sunday Night High Jinks program at L. A. has signed Dick Oakley, late of KTT and Club, London, to 12 weeks' singing contract.

Warners are to revive Kalmat and Ruby's 1925 song hit, 'Massaging Window Panes', in 'Gentlemen Are Born', with Dick Powell to do the singing.

Waring's Pennsylvanians, in Chicago for a week at B. and K's Chicago, will make its air broadcast from the Civic Opera Building Aug. 5.

Ben Bernie and band played a three-week stand at Sam McNeely's Hollywood club, Galveston, Texas, July 25.

Jack Kneeland's orch is at the Chateau, Glen Elder, N. Y., with a new featured Lewis and Jarry. Dolly Chire, Jan Jaffe and Evelyn Green.

Low Larnworth has taken over the Frisco road of the swing tournament, hotel, Frisco, and will open it on Aug. 31 with a dinner band headed by Pat Brady and Dick Taylor and a four show.

WHITEMAN GOES ON BEACH FOR MATINEES

Paul Whiteman opened July 29 for special fortnight's engagement at Manhattan beach, N. Y., doubling from the Hotel Eldorado (N. Y.), neither conflicting as the beach is a matinee engagement. It's a free-concert idea by the beach people to attract patronage. Whiteman will have Ramona, Jack Fulton, Peggy Henly, King's Men, Goldie, Emerson Frone, Angie Cordeman, Bob Lawrence, Babe Bauer and Johnny Mercer with him as specialists at Manhattan Beach as at the Eldorado.

Just Around Corner

St. Paul, July 30.

John M. Rietman, FCC agent in charge of the northwest division, thought he was detecting an 'outlet' shortwave station the other morning, but he couldn't save the lingo.

Calling a charwoman into his office, he solved his dilemma by identifying the station as DJR of Berlin and translated the signal as one of explanation of the current strife in Austria.

They Go Everywhere

Chicago, July 30.

That Dillinger shooting must have taken place in Soldiers' Field from all the local radio men who claim to have been on the spot. Nobody brought along a mike.

COLUMBIA BROADCASTING SYSTEM PRESENTS

MARK WARNOCK

MUSICAL DIRECTOR

BORDEN'S 45 MINUTES HOLLYWOOD

THURSDAY NIGHTS at 10 PM EST

CBS-NETWORK

HOTEL PIERRE

JACK BORDEN

AND HIS ORCHESTRA

Comes On Wed., 10:30 P.M. WOL

Sat. 11 Midnight Mon. 11:35 P.M.

fred allen's

HOUR OF SMILES

WOL

PORTLAND HOSTS

JACK BORDEN

BEN BERNIE

LINCOLN STANLEY

MIRIAM MOSKOWITZ

KELLY DOUGLAS

LENNIE HAYTON'S IPANA

TOURNEE

Mastered by Fred Allen and Harry Tugend

Management: Walter Hatcher

Wednesday, 10:15 P. M. D. & E. WOL

Mme. ERNESTINE SCHUMANN-HEINK

Financed by

CERBER'S BABY FOOD

WOL, N.Y., Sun. 9 P.M., CBS

VIVIAN JANIS

ST. LOUIS, NEW YORK

RKC Allen, This Week (July 30)

Sole Direction

HERMAN BERNIE

1615 Broadway New York City

Columbia Broadcasting System Presents

VERA VAN

THE VELVET VOICE

OF

RADIO-STAGE-SCREEN

WABC and CBS Network

Wed., 7:15 p.m. Thur., 11 p.m.

ONLY

COLUMBIA BROADCASTING SYSTEM Presents

LEON LEONARD

LEONARD

MON., FRI., WABC, 10 MIDNIGHT

Wed.-to-Fri.

St. Martin Hotel, New York, Nightly

Sub Director **HERMAN BERNIE**

1615 Broadway, New York

Victor Young

SCHLITZ BEER

6-8 COUNTRY ROAD

10:00 & 10:45

781-274

ARTHUR BORAN

BORAN

RADIO'S FAVORITE MIMIC

ADOLPH HOTEL

PHILA., PA.

Week End and

METROPOLITAN THEATRE

DORPOT, MASS.

Week Aug. 19th

EDDIE PEABODY

The Instrumental Stylist

Personal Direction

HAROLD F. KEMP

NBC ARTISTS SERVICE

EMERSON GILL

AND ORCHESTRA

ATLANTIC HOTEL

COLORADO SPRINGS

NBC DIRECTOR

Losses of \$200-\$1,700 a Night in Chip Gambling K.O.'s L. A. Beach Spots

Los Angeles, July 30.

Amusement centers in beach area are having toughest slugging in years. Not in depression wholly responsible. It's just a case of too many new-fangled action games.

What the locals call "chip games" has boomed play and thinned wallets. It's an offshoot of that other scourge of showmen, tango, with some bunch getting dined to death. As if that wasn't enough, along comes another set of get-rich-quickers with a roulette layout. Between the two they've accounted for more than 75% of the coin spent in the two pier towns of Venice and Ocean Park. A few tiny diners found their way to Santa Monica.

Through no fault of its own, Ocean Park has become little more than a ghost town. More than half the games are boarded up and the others operating at a loss.

At Ocean Park the Santa Monica city fathers put the screws on tango and other heavily patronized games of chance. That wouldn't have been so bad if the same thing applied to Venice, which lays up against Ocean Park. But Venice is part of Los Angeles, and the police commission suffers no qualms in passing out licenses, so the pay-and-play boys may get at least a center for their hopes.

Woes Set to Rhythm

The promoters erected palatial buildings and went overboard on smart appointments, with attendants nattily uniformed and cushioned chairs for comfort. That cushion thing looked like the payoff to the other concessions and they started slogging point. Laggard he began plying up and the crowds thickened. But they would have none of Ocean Park. Nor did they give anything in Venice a tumble outside of the action games.

The means of the Ocean Parkers could be heard for miles. Crudely painted signs calling attention to the raw deal screamed from every dead joint. One of the poetical inclined citizens of the midway metered his plaint in this wise: Ocean Park was the gem of the ocean.

Where millions came to play, Along came a few longhairs And chased them all away. Not to be outdone, another poet

who had been wrangled, poured out his spleen thusly: Life is a mystery, death is a doubt, Some people are dead while walking about.

Does this apply to Ocean Park? Sober Glow from Caps

A gent with yon for statistics figured that O.P. had been booked for \$201,400 since the longhairs chased them all over to the Venice side of the pavement.

The dromedary dirge must have touched the hearts of the police commission for two weeks ago all licenses were temporarily suspended. That is, for action spots. Next week the operators must appear to show cause why they shouldn't be closed for good. It's an odd-on bet they never reopen.

Now the O.P. citizens are not so sure they wanted it that way at all. There's no question that the games brought a heavy percentage of the shifting populace to the beach. The chip and roulette dodges were packed day and night and the overflow shuffled along the midway dropping a dime here and there. Now, what have the resorts to offer for that long gas drag from L. A.?

Nothing, save the same old run of dog-eared attractions.

Women Among Patrons

The chip game, poetically called circle bridge, differs from the old tango setup in that the play is with cards instead of numbers. The operators claim it requires science to tip over the dough bag. That's just the dodge to keep going. Roulette has a different twist, a flashier spinning around a wheel painted on the wall. Science there, too, perhaps, but they just figured to coast along under the same subterfuge which sheltered the chip monks.

Women who gave off the appearance of being on even with the grocer stopped hardest for the gimcracks. Kids were parked on the beach or in the pix house until the bankroll faded. The Hollywood picture crowd also took in the games big and some of them saw the ocean for the first time.

It commenced to look like the boys were in for a sweet cleanup when up popped a tourist from the alt belt to let out a yelp that he dropped \$1,700 in one night. That bird must have done a swell job of sitting at a dime a throw. The papers went after the yarn and found several others who squandered anywhere from \$200 to \$100 an evening.

Then, came the gendarmes and now it's the same old Venice and Ocean Park.

Music Box Folds

San Francisco, July 30.

Lloyd Campbell failed to reopen his Music Box after the general strike subsided, and O'Farrell street night spot in dark after three months of trying it.

It's the second spot to go within a fortnight, the Tivoli having shuttered just previously.

Most Played on Air

To justify the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Date obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAP	WJZ	WABC
With Eyes Wide Open.....	32		
For All We Know.....	28		
Love in Bloom.....	27		
Sleephead.....	26		
I Never Had a Chance.....	24		
All I Do is Dream.....	23		
Wish I Were Twins.....	23		
Very Thought of You.....	23		
Moonglow.....	22		
Spill Bound.....	21		
Hats on Side of Head.....	20		
Swiss Wells.....	19		
Toby Larkin from Lark.....	19		
Call You Mine.....	18		
Thank for Lovely Eve.....	18		
Dames.....	18		
Born to Be Kissed.....	18		
I'm Counting on You.....	18		
Once in a Lifetime.....	18		
Out on Moon.....	18		
Pardon Southern Accent.....	18		
Had My Moments.....	18		
Home of Ours.....	18		
Say It.....	18		
Then I'll Be Tired.....	18		
Out a Warm Appl.....	18		
Only Have Eyes for U.....	18		
The Dream.....	18		
I'll Close My Eyes.....	18		
Little Orphan Annie.....	18		

Roumanians' N. Y. Rep

Monique Jean has been named New York representative of the Roumanian Society of Dramatic Authors and Composers, starting immediately.

Miss Jean works out of the International Literary Bureau of New York.

Zelli, Zito at Brook

New management of the Brook, Saratoga, roadhouse, has Joe Zelli installed as maître d'hôtel and general greeter, with Zito, the caricaturist from Zelli's of Paris, also with him.

Bob Grant and Nito Menendez orchestras are not at the Brook.

Meantime Zelli's in N. Y. continues running with a new show, Loin Ravel, George Clifford and Nadine Wayne, booked by Jack Bertell.

ROBBINS HAS CANTON TUNES

Hollywood, July 30.

Four tunes from Eddie Cantor's "Kid Millions" will be published by Robbins Music Corp.

Songs are "When My Ship Comes In," "Ohay Toots" and "An Earful of Music," all by Kahn and Donaldson, and "Your Head on My Shoulder," by Adamson and Lane.

TOBIAS WRITING TWO

Hollywood, July 30.

Harry Tobias is writing two songs for the Blinnie Barnes feature, "What Ladies Dream," at Universal.

Tunes are "Good to You" and "Police Song." Picture goes back to the old monicker after having sported the title, "Seepage," for a week.

Inside Stuff—Music

The "clean film" campaign has been upsetting tin pan alley no end. Title pages that were drawn and editions printed for numbers carrying one title of a film must be scrapped if the cinematic hoop is to be kept in view of the switched picture titles and deferred releases. Phonograph companies, even on the alert for record releases of songs simultaneous with films, have round-robinbed dealers nationally with advance recording of songs from films which, for the same reason, can't be marketed just yet. That's stocked up dealers and has also created necessity for recalling orders as the disk labels also must be switched where the selections are captioned as from this or that film.

The Mac West picture, with a number of songs in it and in anticipation of heavy demands, was plenty recorded. Disks were made two and three ways, i. e., dance, vocals and other arrangements in expectation of public interest. Since then "Ain't No Sin" title has been switched on the disk labels to "Hells of the Nineties" and the recorders aren't sure that one will stick.

Two biggest vocal sellers in England now are Bing Crosby and Art Tracy (Street Singer). Dance bands don't mean much abroad any more, especially with England having some nifty dance combos of its own these days, so much so that the Americans are paradoxically trying to absorb the English technique in some respects.

Furthermore, the "Buy British" and highly patriotic patronage of local industry is an element which counts against the American recording artists.

Radio Showmanship

(Continued from page 37)

dinner paid and walked several miles to the mine in which he was employed only to discover that it wasn't working that day. But to-day WABL removes the uncertainty. Twice daily, at 12:30 and 5:30, it broadcasts complete lists of the working schedules of all collieries in the Haselton territory.

Coal companies appreciate service almost as much as the miners, for it takes much of the strain off their telephones and saves them many annoying situations.

Twice daily schedules plus other mine information broadcast throughout the day keeps Haselton's radios dialed to the local station throughout much of the day and proves a powerful factor in keeping the radio audience WABL-minded.

'Old Songs' by Request

Washington, D. C. There are 60,000 reasons why station WDEL is convinced "Old Songs" is one of its most popular programs. That number of replies has been received by the program during the three years it has been on the air.

Show is sustaining and runs for a half hour every Sunday evening. Ten old songs played and audience is invited to submit lists of correct titles. Bulk of answers come from women.

Once a month audience is asked to submit lists of old songs it would like to have revived. Actual interest gets a double check in this manner.

Tarsan the Ubiquitous

Lincoln.

Capitalizing on the kid interest in that Burroughs he-man "Tarsan," a pretty neat three-way tie-up was worked out between the local radio stations, KPAB and KPOL, which carry the Tarsan transcriptions on the air, a baking company which has Tarsan brand and the Stuart theatre which booked "Tarsan, the App Man" for a special showing to everyone under 14 who showed up with five bread wrappers.

Radio stations have plugs on the show before and after the Tarsan sketch and the Stuart advertised it both on the screen and in the papers. Theatre went to the baking company for \$200 and advertising amounted to \$100 more, but the bake shop sold about 12,000 loaves of bread on the strength of the show.

Phil Harris' Private Shows

Baltimore.

Phil Harris and Leah Ray, in town last week for a vaude date, slipped over to a dept. store and put on their regular informal show in the store's auditorium for Cotex and Odorono.

Attendance at the affair was limited.

Impressive Billing

Newark.

Stations with string ensembles that seek a distinctive title for an interlude of classic music can borrow from WOR, Newark.

A quarter hour of cello-violin music carries the impressive title of "musette," which is digging back in musical nomenclature.

VOYNOW HEADS DECCA, CHICAGO

Chicago, July 30.

New Decca organization is taking over the Brunswick studios here today (30).

Moving in as manager is Nick Voynow who shifts from the Columbia recording studios. Voynow was previously manager of the Brunswick studio. Also going with Voynow from Columbia to Brunswick is Monroe Wayne, technical man.

GERON BACK TO FRISCO

San Francisco, July 30.

Tam Geron is slated to return to the Rat Tabarin night in mid-August when Happy Fulton's ark leaves out. Geron, part owner of the spot with Frank Martinelli, is now in Chicago.

Lou Irwin has placed Bob Grant orchestra, plus (Miss) Rene Demer, at the Brook, Saratoga Springs, N. Y., for the racing season.

ted to invites, chief among whom were beauticians and drug store dealers who handled the products. No advertising was accorded the affair, which made the p. a. of the other duo o. k. with the theatre at which they were appearing.

CBS Promotes From Rent

Washington.

Local CBS office has promoted suite of seven rooms at Mayflower hotel for regional winners of Hollywood hotel contest during semi-finals slated here for August 7-8. Girls will come from Durham, Philadelphia, Winston-Salem, Richmond, Baltimore, Atlantic City and Roonoke.

Helen Ault, who took local votes, also won contest last year for woman announcer for WJBY commercial.

A Parade That Continues in
FREDDIE MARTIN
and His Orchestra
currently featured at the
Hotel St. Regis in New
York and broadcasting via
NBC.
He's a bit because he plays
the bits. For example:
"ALL I DO IS DREAM OF
YOU"
"HISPIE HEAD"
"DREAMS ARE LIVING"
"THANK YOU FOR A LOVELY
EVENING"
"DOWN BY THE RIVER"
"I SAW STARS"

ROBBINS
MUSIC CORPORATION
199 SEVENTH AVENUE
NEW YORK

HOPE MINOR and EDWARD ROOT
CASINO
MONTE CARLO

<p>RECENT ENGAGEMENTS</p> <p>CENTRAL PARK CASINO</p> <p>WALDORF-ASTORIA</p> <p>CASINO NACIONAL (Havana)</p> <p>CHEZ PAREE (Chicago)</p>	<p>"ADIOS BROADWAY"</p> <p>ANNOUNCING</p> <p>THE SOUTH AMERICAN TOUR</p> <p>of</p> <p>MAURICE AND CORDOBA</p> <p>INTERNATIONAL DANCE TEAM PAR EXCELLENCE</p> <p>MAURICE and CORDOBA will return to New York in the Fall. They'll have the successor to the "Carioca"—direct from Rio! And the smartest tangos from the Argentine!</p> <p>Exclusive Direction HERMAN BERNIE</p> <p>1619 Broadway, New York City</p> <p>"ADIOS BROADWAY"</p>	<p>"ADIOS BROADWAY"</p> <p>OPENING</p> <p>August 18</p> <p>COPACABANA CASINO</p> <p>Palace Hotel Rio de Janeiro</p> <p>With Their Own Orchestra</p> <p>Under the Direction of</p> <p>CLAY BRYSON</p>
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ASCAP'S INTERNAL BATTLE

Merging Col. and Brunswick Disk Cos.; Decca Starts in Two Weeks

Process of physically merging operations of Brunswick and Columbia, although maintaining both brands distinct and apart from each other, is under way. Brunswick's acquisition of the assets and liabilities of Columbia Phonograph Co., Inc., from Grigory-Grumow, in receivership, will ultimately move Col. uptown into 1776 Broadway, the building owned by Selig Corp., which is Herb Yates' name spelled backwards. Yates, Ben Gaetz, et al., of Consolidated Film Industries, owns Brunswick, which, as the subsidiary American Record Corp., is administered by Moe Hiegel, president.

Brunswick, as a first step in the Col. acquisition, will endeavor to rid Col. of its present lease at 85 Fifth avenue, N. Y., which has another year to go. Col. according will be moved uptown to the 1776 Broadway location ultimately. Meanwhile, Harry Gray, recording manager of Brunswick, is temporarily functioning in a similar capacity over Col. Latter company's previous recording and artists' manager, Ben Selvin, has been working at Col. on a fee basis, turning out some disks, but otherwise out of the company and concentrating on his radio commercials, where Selvin has revived his active orchestra work.

Scrap Bridgeport Plant

Already Brunswick is scrapping the Bridgeport (Conn.) pressing plant, long turning out the Columbia disks, and all pressing will be done at Brunswick's Scranton, Pa. plant. Brunswick will avail itself of Col.'s perfected disk recording process.

Brunswick also states that despite what several plans certain present Brunswick recording artists may have, as regards shifting over to Jack Kapp's new Decca company, for the present Crosby, Lambada, Casa Loma, et al., among these other recording artists mentioned, are continuing on the Brunswick label. Nobody at Brunswick has been appointed to succeed Kapp as general and sales manager, and his duties may be absorbed.

Kapp's Decca, branch of the British disk firm of that name, may not start functioning until another fortnight or so, although the organization in all set. Justin Kink has officially bowed out of Brunswick as recording supervisor and joined Kapp. Decca also took on Steve Stevens as general sales manager out of the Col. organization.

Paradoxically, Brunswick and Decca (of London) have an international hookup. Decca releases were Brunswick stuff abroad than Brunswick puts in America from the Decca catalog. Brunswick from which are pressed the subfrankly anticipates Decca will play down its international interchange and for example "mother" records and prints.

SKY CLUB OPENS

The Grand Agencies Oyarsel Oper Commissions

Pittsburgh, July 30.

Pittsburgh's latest night spot, Sky Club, with an outdoor pavilion which can accommodate 3,000, got under way Friday (27) under personal management of Max Slater. It's located at Bettie Airport, 10 miles from heart of downtown, and initial band attraction is Don Bigelow.

Bigelow brought in at last minute when trouble developed between MCA and OCA over Ted Black's orchestra, originally pencilled in. Fooled by MCA, Black was figured all set when OCA stepped in and claimed he had to be booked through them. MCA immediately dropped Black, sent in Bigelow.

MUSIC ON LOAN

Betho Library Building Catalogue of Past and Present Songs

Baltimore, July 30.

Baltimore's Public Library is building up a catalogue of sheet music, which will be available at central branch only, both for borrowing and for desk scrutiny.

Decision to do so came when two estates recently willed collections to the library, which will keep on file but one copy of any song. At present boasts about 1,300 numbers, extending from Civil War period to present day pop works. Library directors plan to make but few buys from time to time, governed by demand; instead hopes to interest individuals in donating their jazz music sheets when they tire of 'em. Library is present in a restricted buying budget.

On the face of it this library lending thing seems to be another angle capable of killing sales, but pop songwriters may find some spiritual consolation from fact the library includes their works in the Fine Arts Dept.

MUPA's Protest of Trust Immunity in Code Hits ASCAP

Baltimore, July 30.

Delegation from the Music Users' Protective Association, group which claims membership of 1,000 from among operators of saloons, hostessettes and taverns, most of whom are spotted in and around Baltimore, hiked over to Washington last Thursday (26) to attend the codification of music hearing. The local group was represented to protest the signing of any code that released that section of the MUPA which offers immunity from anti-trust laws.

Reason was that the Music Users have been warring against ASCAP and have been petitioning for some months back Federal Trade Commission investigation of ASCAP practices, charging that the Society is a monopoly. A Department of Justice rep sat in at the code hearing at the request of Music Users. Music Users was formed last February in Baltimore to combat ASCAP's federally empowered permit to collect fees for the playing of copyrighted pop tunes. The Users' prime plaint was, and is, that ASCAP sought, and seeks, to tax bistros and like places that although they do not require patrons with tunes supplied by musicians on premises, using radios.

According to Eddie Sherwood, local ASCAP rep, the society does not attempt to contract and assess any places that has no other music-producing apparatus than a living one.

Pitmen Form Symphony

Minneapolis, July 30.

Theatre musicians here, laid off because there are no stage shows or pit orchestras, have devised a way to obtain some employment for themselves. Under the direction of Al Budd, for many years conductor of the orchestra for the Orpheum, the have organized a symphony orchestra to play in the public parks. Funds to defray expenses and recompense them are obtained through the solicitation of subscriptions from local business men who, thus far, have responded generously.

PUBS BELIE BUCK 10-YR. PACT OKAY

When Frezy Refuses, Minority Group Sends Own Letter to Members Denying Assertion of Complete Concurrence on New Membership Contract

ASK BY-LAW CHANGE

The American Society of Composers, Authors and Publishers is currently involved in considerable internal dissension as it makes a drive among its membership for new 10-year contracts running from Jan. 1, 1936, to 1946.

It all started with a letter, Gene Buck as president of the society had sent out July 8 last, stating that the board of directors had approved the enclosed agreement for 10 years' renewal and urging all other members to sign and return.

To this a minority group of the board of directors—Max Dreyfus (Harmes), Saul H. Bornstein (Hearlins), Walter F. Fischer (Fischer) and Edwin H. (Buday) Morris of the Warner group of publishers (Witmark, Remick) —disagreed. First they made demands on Buck to send out another letter on ASCAP stationery, as with the first letter, advising that not all had concurred. When Buck demurred, this minority group of the board sent out its own form letter to members advising they do not approve the new pact because of a number of differences and disputes which the allegedly new archaic bylaws of 1916 had created in recent years.

Ask Changes

Dreyfus, Bornstein, Fischer and Morris stressed in their letter that the self-perpetuating board, as originally provided for under the 1916 bylaws, was in defiance; (2) that the system for the distribution of monies which ASCAP collected for performing rights likewise had created considerable disputes and not a little litigation; and that (3), while it is imperative that the society must be preserved, it becomes necessary that the bylaws be revised so that ASCAP may best function under present conditions.

Accordingly they urge that the contract be recalled and the objectionable features eliminated. At the same time the following publishers formally expressed themselves as disapproving the divisibility of copyright, which would vest a 50% ownership of the actual copyrights of the songs to their authors: Chappell-Harms, Mills, John Church, Norma, Inc., the T. B. Harms Co., Peat, Fischer, Marks, Theodor Presser, Remick, Oliver Ditson, Witmark and Berlin's constitute the group who signed the round-robin objection to the 50-50 idea.

As regards the Dreyfus-Bornstein-Fischer-Morris broadside against the new form of contract, intra-trade dope is that three of them four are affiliated with picture companies, and hence might be influenced by their Hollywood associates. This is predicated on the lack of credit being accorded to song performances in films. This has always been a moot subject.

Dreyfus of Harms, like Morris of the Remick-Witmark firm, is a Warner Bros. ally. Bornstein has Columbia Pict. and U.A. affiliations. Fischer is unattached, but known to be usually in sympathy with Bornstein.

Hollywood, July 30.

Attempt of certain music publishers to halt signing of a new 10-year agreement between the Song Writers' Protective Association and ASCAP, to replace the present

NRA Wages, Hours Gladly Accepted If Trade Practice Clauses Okayed. John G. Paine Tells Code Hearing

ASCAP's Tax Tilt

The motion picture exhibitors' opposition to the American Society of Composers, Authors and Publishers' demands for an increase per cent tax levy from picture houses is detailed in the film section of this issue, page 7.

ASCAP seeks to tilt the present 10c per cent per year tax to the maximum admission scale of the houses per cent in the big city exhibitors. All exhibitors are uniting to contest this tax rise.

Washington, July 30.

Seeking a ban on song-playing, a limitation on sampling and the elimination of the song sheet sold on the streets, representatives of the music publishers last week went before the National Recovery Administration to discuss their code of fair competition.

Preliminary consideration of the subject disclosed a rift in the ranks of the publishers, with the standard houses seeking a separate code from that applicable to the popular trade. The objections of the former were based on the fact that 12 of the 16 trade practice rules are designed to stop commercial bribery in the form of paying orchestra leaders, actors and radio artists to exploit songs.

Severance of the present relations between publishers and orchestras was opposed by Harry Kats of the Music Users' Protective Association of America, who contended it would unfairly cut into the ability of a musician to earn a living.

So eager is the popular branch of the industry for a code that John G. Paine told the administration it could write its own hour and wage provisions if it would only grant the fair trade clauses sought. Submitting the code for the Music Publishers' Protective Association, of which he is chairman of the board, he declared the industry is in a serious position, citing as evidence of the declining volume of business the 2,500,000-copy sale of a former hit, "Dardanella," as compared with the 400,000 copies of a recent one, "Let's Round-Up."

Attacks by Emmanuel J. Romberg, representing the Society of European Stage Authors, on the definition of the industry and a bitter arraignment of ASCAP by Oswald F. Schuster protesting the inclusion of licensing organizations under the code were made.

Proposals to include arrangers under the code were objected to by Benjamin Stern of the Arrangers' Guild of America, who declared that it was desired to protect the public from fake publishers.

Barnstorming Orks Getting Good Kale In Rural 1-Niters

Barnstorming one-night tours have been panning out quite well for itinerant dance bands this summer. Both Harry Reiser and his Cleopatra Club Eskimos and William McKinley and his Original Cotton Pickers, are on their third month of dance tours, now extending into Omaha, Nebraska and Minneapolis, playing little known dance pavilions, lake resorts and the like. Charles E. Green booked 'em.

Lefty Smith and his Connie's Inn band, with Avis Andrews, is likewise being routed. Also Henry Hazlet, formerly of the Casa Loma combo, who is current at Valley Dale, Columbus, also booked by Green.

Harms Publishes 3

Hollywood, July 30.

Harms Music Co. plans publishing three tunes in Monogram's "King Kelly of the U. S. A." Songs authored by Bernie Grossman, lyric, and Joe Sanders, melody, are "The Love Machine," "A Love-Story in the Air" and "Right Next Door to Love."

Dance Team Goes S. A.

Marjorie and Cynthia, dancers and Agn. 4 for the 1st time here! The duo duo, to open Aug. 18, under the name of the duo duo, their own dance orchestra.

Helen and Paul, dancers.

Noble's Method Has U. S. Co.'s Dizzy Imitating

Ray Noble's recordings on His Master's Voice (the British Victor company) has the American phonograph recorders go-ga. They're all trying to simulate the Noble style, especially since American recorders visiting London have learned how Noble does it.

It's all a trick due to an over-size recording studio. It's as mammoth as a sound stage in a picture studio, and not the American version of a small room with a traveling mike on a beam, which picks up the sound. Being a large studio, Noble places his men far back and, by the time the musical sounds are picked up and recorded, they have been refined somehow and all the burr and rasp taken off them so that all of Noble's recordings have an unusually fine and clean-cut note to them.

As a result, the N. Y. studios of Victor, Brunswick, Columbia, etc., are a musical comedy in themselves. The biggest recording studios being too small, the recording managers have the musicians spotted overflowing into the halls, inside the men's rooms, and all over the premises, all trying to pick up this long-distance, refined sound.

Brunswick will carry the idea out to the ultimate by doing some recording at its affiliated Biograph studio (film), and see if the larger recording amphitheatres can't achieve the same unusual results which Noble's recordings have done to command international attention.

Brun's Frisco Recording

San Francisco, July 30.

Joe Perry is up from Hollywood on a talent scouting expedition for Brunswick records.

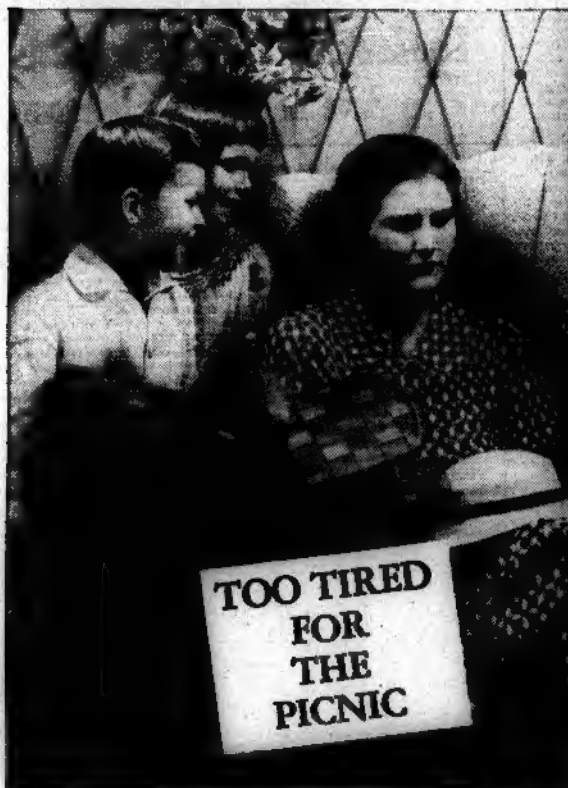
While here he expects to cut discs at the MacGregor-Selle label of Charlie Marshall, Nipper, Billy, and Del Conway's band of Oakland, both of whom took tests a fortnight ago and clicked.

Red Sievers and his ork back at Peony Park, Omaha, for second engagement of the summer. Replaces Joe Buzze after a short term in which Buzze replaced Sievers.

agreement that expires Dec. 31, next, will, it is predicted, be of no avail so far as Hollywood song writers are concerned.

Every writer in the Hollywood area will participate at a meeting to be held here tonight (Monday). With L. Wolf Gilbert presiding, with indications being that the new 10-year agreement will involve favorable action at that time.

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